

EAST COLUMBIA BASIN IRRIGATION DISTRICT

RESOLUTION NO. 2022 – 16

Social Media Policy

WHEREAS, the District desires to implement social media for District information;

NOW, THEREFORE BE IT RESOLVED by the Board of Directors of the East Columbia Basin Irrigation District that the following policy and procedures for social media be adopted:

1.0 Purpose.

The District uses various methods to share information and communicate with the public, stakeholders, and the media. Social media platforms offer a way to deliver public information and customer service to landowners. The District encourages the use of social media to further the goals of the District when appropriate.

2.0 Definitions.

- 2.1 Social Media is a third party hosted online technology that facilitates social interaction and dialogue and allows the District to distribute information through an additional public Internet presence. Such third party hosted services and tools may include, but are not limited to: social networking sites (Facebook, LinkedIn), micro-blogging tools (Twitter, RSS Feeds), audio-visual networking sites (YouTube, Instagram, blogs, etc.).
- 2.2 Post is an entry, photo, image, or message put on social media and available for access to view or read on a social media site.

3.0 Social Media Policy.

- 3.1 Any official District participation on social media sites or services is considered an extension of all other District policies.
- 3.2 Use of any and all social media shall conform to the requirements of Washington State law, including the Public Records Act and any applicable public document retention schedule.
- 3.3 Creation of new accounts or use of any and all social media must receive prior approval from the District Manager.
- 3.4 The District's website (ecbid.org) will remain the District's primary and predominant internet presence and content posted to District social media sites should be first posted on the District's website.
- 3.5 The appropriate use of social media sites shall be to convey time sensitive and emergency information and as a communication/marketing tool which increases the District's ability to broadcast its message to the widest possible audience. The District's Social Media accounts shall be configured to not accept comments from the public. Public comments should be made during open public meetings, District

email, or the District's website to minimize the monitoring of Social Media accounts.

- 3.6 Washington State law and relevant District records retention schedules apply to social media formats and social media content. The District shall preserve records required to be maintained pursuant to a relevant records retention schedule for the required retention period on a District server in a format that preserves the integrity of the original record and is easily accessible.
- 3.7 District social media sites are subject to State of Washington public records laws. Any content maintained in a social media format that is related to District business, including a list of subscribers and posted communications, is a public record. The District Manager or District Manager's designee is responsible for responding completely and accurately to any public records request related to the District's use of social media. Content related to District business shall be maintained in an accessible format so that it can be produced in response to a request. Whenever possible, such sites shall clearly indicate that any content posted or submitted for posting is subject to public disclosure. Users shall be notified that public disclosure requests must be directed to the District's Public Records Officer.
- 3.8 Elected officials should not comment or otherwise communicate on the District's social media sites. Participating in online discussions may constitute a meeting under the Open Public Meetings Act (Chapter 42.30 RCW).
- 3.9 District social media sites shall include notification to site users or visitors that use of the District social media site is subject to the District's social media policies and other applicable policies. A copy of these policies or a link to these policies shall be provided on the District's social media site.
- 3.10 In the event that a District social media site does not allow for the option to prohibit posts or comments by the public, these sites are limited public forums, moderated by the District's staff to ensure appropriate use. The District reserves the right to restrict or remove any content posted to District social media sites that it deems to be in violation of this Social Media Policy or other applicable law, rule, or regulation. Inappropriate and prohibited content subject to immediate removal from the site includes content that contains:
 - 3.10.1 Any use of foul or obscene language.
 - 3.10.2 Personal attack against another person.
 - 3.10.3 Any comment not related to the original post.
 - 3.10.4 Promotes or advertises commercial services.
 - 3.10.5 Supports or opposes political candidates or ballot propositions.
 - 3.10.6 Encourages illegal activity.
 - 3.10.7 Promotes, fosters, or perpetuates discrimination on the basis of creed, color, age, religion, gender, marital status, status with regard to public

assistance, national origin, physical or mental disability, or sexual orientation.

3.10.8 Provides information that may compromise the safety or security of the public or public systems.

3.10.9 Violates a legal ownership such as copyright.

3.10.10 Sexual content or links to sexual content.

While the post may be removed from the social media site, the post, the time and date of the post, and the identity of poster shall be retained under the Public Records Act.

3.11 District employees and officials are prohibited from disclosing any information via social media posts that may be confidential, proprietary, sensitive, or may otherwise compromise the District.

3.12 District employees and officials are discouraged from using personal equipment or personal accounts to post information to District social media sites. District employees or officials are similarly discouraged from using personal equipment or personal accounts to post information regarding official District business on other social media sites. All social media site posts by District employees or officials regarding official District business are subject to Washington State public disclosure laws, open meetings laws, and all other applicable laws, rules, and regulations.

3.13 Personal or private use of District equipment or facilities by District employees, officials, or others to access social media sites not related to District business is prohibited.

3.14 No content that promotes or advertises commercial services, entities, or products may be posted.

3.15 No content that promotes, endorses, or opposes political candidates or ballot propositions may be posted.

4. Social Media Procedure.

4.1 Any social media account must be pre-approved by the District's Manager and will be subject to review by the Board of Directors. Requests for new social media accounts should be made in writing and approved in writing.

4.2 As of the date of this policy, District Facebook and LinkedIn accounts are approved.

4.3 A condition of approving a social media site will be that said site must allow the ability to remove any post that is mistakenly posted on behalf of the District and is inconsistent with District policy, does not further the District's goals, or is otherwise deemed inappropriate by the District Manager or District Manager's designee.

- 4.4 The District Manager or District Manager's designee will maintain a listing of all social media sites with their logins and passwords.
 - 4.5 All social media posts must be pre-approved by the District Manager or District Manager's designee. The post will be posted by District Manager or District Manager's designee.
 - 4.6 Whenever possible, content posted by the District to the District's social media sites should be "secondary copies" per the Public Records Act and also be available on the District's web site.
 - 4.7 The District Manager or District Manager's designee shall ensure that all requirements of the Public Records Act (Chapter 42.56 RCW) and records retention requirements (Chapter 40.14 RCW) are met.
- 5.0 **Corrections.** The Secretary-Manager is authorized to make necessary corrections to this policy including, but not limited to, the correction of scrivener's/clerical errors, references, numbering, section/subsection numbers and any references thereto.

DULY ADOPTED in Open Meeting this 7th day of September, 2022.

BOARD OF DIRECTORS

Duan Amick
Henry Grougus
Kevin Kyle
Don W Osborn
Ruth Baker



(Seal)

Attest:

[Signature]
Secretary