

# LINDSAY LOCAL HOSPITAL DISTRICT

A CALIFORNIA SPECIAL DISTRICT FOR HEALTH CARE

Post Office Box 234

Lindsay, California 93247

## SOCIAL MEDIA POLICY

The Lindsay Local Hospital District has approved Social Media Use by action of the Board of Directors subject to the following guidelines and policies.

This Policy shall be posted on the District Social Media sites' primary page or by a hyperlink directing a user to the same wherever possible.

### ITEM 1. PURPOSE

1.1. The primary purpose of the District to establish social media account(s) is to communicate information from and about the District to the residents within the District boundaries, and to the larger community(ies), including communications issued for public relations purposes.

1.2. The purpose of this Policy is to establish the goals of the District for social media use, provide criteria for choosing social media outlets, identify employees who will represent the District through these outlets, and the type of information that will be conveyed via social media.

1.3. The District's presence on social media is an extension of its communications and outreach efforts. All social media sites are to be jointly overseen by the Board of Directors, legal counsel, and the Media Coordinator as designated by the Directors.

1.4. As used herein, Social Media includes any internet-based networking site, including, but not limited to, blogs, Facebook, Twitter, YouTube, LinkedIn, Instagram, NextDoor, and other like vehicles.

1.5. Social media is, by its nature, interactive. As such, it is inherently less controllable than traditional media and is undertaken with full awareness that not all comments and conversations will be positive. By creating a presence on social media, the District is potentially creating a community of users who can talk to and amongst each other regarding the District on a public forum.

1.6. For the District, social media is an opportunity to engage the community for the presentation of programs, policies, and invitations. Any community input will be treated in as a similar forum to the 'public comment' section in a public meeting

and not always a ‘two way’ conversation nor an effort to solicit comments from the District.

ITEM 2. POLICY

2.1. All District social media sites shall be approved by the Board of Directors, and monitored by the Media Coordinator and a designee of the Board of Directors. All content and sites are subject to the periodic review of the Board of Directors.

2.2. The District will work to facilitate and to use social media proficiently, effectively, and safely to communicate District messages and receive meaningful dialogue with the public on relevant topics.

2.3. Any users of the District’s social media channels must comply with applicable Federal, State, and local laws. This includes adherence to established laws and policies regarding copyright, records retention, California Public Records Act, e-discovery laws, First Amendment, privacy laws, and information security policies established by the District, and therefore must be able to be managed, stored, and retrieved to comply with these laws.

2.4. The District reserves the right to restrict or remove any content deemed in violation of this policy or any applicable Federal or State law.

2.5. Under no Circumstances are District created web content to be used for commercial purposes, advertising, political lobbying or to provide financial gains for any individual. Included in this prohibition is that no web content contained on any District web site or social medial may include statements or items that support or oppose a candidate for public office, the investigation, prosecution or recall of a public official, or passage of a tax levy or bond issue.

2.6. Each District social media site shall include an introductory statement which clearly states the purpose of the site. All sites shall include an entry that clearly indicates that content posted or submitted for posting are subject to public disclosure.

2.7. All District sites shall clearly indicate that they are maintained by the District having the District contact information prominently displayed.

ITEM 3. POSTING GUIDELINES:

3.1. One of the main goals of social media is to create a *voice* for the District. As such, it is important that content be posted in a similar context or tone across District social media outlets. The District or their designee will work with authorized users to identify the tone and review posts to ensure they align with the *voice* the District is working to convey.

3.2. The District welcomes respectful and candid discourse that includes comments, ideas, and concerns. All comments are available to the public on the site, but are not public records governed by or subject to the State Public Records Act.

3.3. Communications made via comments on a District social media channel or page will in no way constitute a legal or official notice, or directive to the District for any purpose. The District cannot attest to the accuracy of any comments or information provided by any third party, or other linked sites. Posted comments or other input do not represent the views of policies of the Lindsay Local Hospital District or an endorsement by the District in any way or context.

3.4. When providing information through any District-sponsored social media account held on a third-party application, the individual responsible for managing the account is encouraged to consider whether it is practical to use the social media account to redirect users who are seeking information to the official District website (e.g., using an electronic link) in order to obtain that information

3.5. As general guidance, comments and information will remain on a District website or social media site for a period of up to 12 months. After that point, all content may be removed as no longer current.

3.6. Authorized users are to follow the following guidelines when interacting on District social media sites:

- (a.) Double check the facts before posting to a site,
- (b.) Maintain professionalism, honesty, and respect,
- (c.) While social media content is often in an informal tone, staff is encouraged to adhere to the District's more formal writing style whenever possible, and

(d.) Recognize that some questions cannot and should not be answered on social media. There may be times when it is more appropriate to ask the poster (person) to contact the District directly.

ITEM 4. TRANSPARENCY

4.1. The Lindsay Local Hospital District is committed to use social media to enhance transparency and open communications with residents of the District, and the general public. In doing such, no comments from the public on the site(s) will be removed that are negative or disparaging to the District unless the material:

- (a.) Contains profane, obscene, or pornographic content and/or language;
- (b.) Promotes, fosters, or perpetuates discrimination,
- (c.) Makes threats toward any person or organization, is defamatory, uses harassing language, or is a personal attack,
- (d.) Solicitations of commerce, or any conduct or encouragement of illegal activity, or
- (e.) Is not relevant to any matter within the jurisdictional limits of the District.

4.2. All records and files created or maintained through a District media account shall be retained for a period of 3 years in the District's public files.

4.3. Users and visitors to District's social media sites shall be notified by the following message appearing on the site or by hyperlink directing a user to the same regarding comments posted by the public:

Comments posted by a member of the public on this page is the opinion of the commentator or poster only. Publication of a comment does not imply endorsement of, or agreement by, the Lindsay Local Hospital District, its Directors or any employee and unless otherwise stated, no public comment reflects the opinions nor the policies of the District in any way.