

SOCIAL MEDIA POLICY

PURPOSE

To address the fast-changing landscape of the internet and the way the public communicates and obtains information online, the Amador Water Agency ("Agency") may make appropriate use of social media websites to better inform and engage with the community on key issues, news, and events taking place within the Agency.

GENERAL POLICY

The Agency's website (www.amadorwater.org) will remain the Agency's primary and predominant Internet presence.

Facebook will assist in reaching those that may not have signed up for the Agency's newsletter.

No member of the Agency's legislative bodies shall use the Agency's social media websites as forums in which to conduct any meetings or communications subject to the Ralph M. Brown Act (Gov. Code §54950 et seq.)

Any content on the Agency's social media websites, including comments generated by the public, containing any of the following forms of content is prohibited and will be removed as soon as possible at the discretion of the Agency's social media account administrator:

- a. Profane, sexually explicit, harassing, or abusive language or content;
- b. Offensive or discriminatory language or content that targets groups on the basis of race, color, age, religion, gender, marital status, national origin, physical or mental disability, sexual orientation, or any other protected classification;
- c. Solicitations or advertisements that are commercial in nature;
- d. Statements that promote or oppose any person campaigning for election to a political office or any ballot measure; and
- e. Content that violates intellectual property rights or the legal ownership interests of another party.

ACCOUNT ADMINISTRATION

All social media accounts and their content, login information, and followers are the property of the Agency.

The administrator of the Agency's social media accounts will be the General Manager or designee. The account administrator will maintain a list of the Agency's social media sites, including login and password information, and will exercise discretion as to adding or removing the Agency's social media websites.

The Agency's social media account administrator or designee, will be the sole Agency employee authorized to post content on any of the Agency's social media websites.

Due to the sensitive nature of the information and the need to report and to notify citizens of rapidly unfolding events, the Agency will be responsible for maintaining and administering their own social media sites.

CONTACT INFORMATION

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