

**MONTEREY PENINSULA REGIONAL PARK DISTRICT
BOARD OF DIRECTORS MEETING**

DATE: March 14, 2018
TO: Board of Directors
FROM: Shuran Parker, Administrative Services Manager
REVIEWED BY: Rafael Payan, General Manager
SUBJECT: Review and Approval of Social Media Policy

RECOMMENDED ACTION

Staff recommends that the Board review and approve the new draft Social Media policy (**ATTACHMENT 1**) as presented or in substantially the same form.

FISCAL IMPACT:

There is no fiscal impact associated with approving this policy.

FUNDING SOURCE:

Not applicable

FUNDING BALANCE:

Not applicable

DISCUSSION:

An ongoing District goal is to update or create District policies. The attached draft policy, created from a template from the legal firm, Liebert Cassidy Whitmore, represents staff's continuing effort to gradually achieve the goal of creating MPRPD's policy manual.

ATTACHMENTS:

1. Draft Social Media Policy



Monterey Peninsula Regional Park District Policy & Procedure Manual

Title:	Social Media Policy	
Department:	Personnel	Effective Date: <i>Pending</i>
Policy No:	2009	Revisions: None

1. Introduction

The Monterey Peninsula Regional Park District ("MPRPD") understands that its employees use social media sites to share events in their lives, to communicate, and to discuss their opinions with others, including family, friends and co-workers. However, the use of social media may present certain risks and carries with it certain responsibilities. To assist employees in making responsible decisions about their use of social media, MPRPD has established this policy and guidelines for appropriate use of social media.

In the rapidly expanding world of electronic communication, social media can mean many things. In general, social media encompasses the various activities that integrate technology, social interaction, and content creation. Through social media, individuals can create web content, can organize, edit or comment on content, as well as combine and share content on their own website or on someone else's. Social media uses many technologies and forms, including web feeds, blogs, wikis, photography and video sharing, web logs, journals, diaries, chat rooms, bulletin boards, affinity websites, podcasts, social networking, fansites, mashups and virtual worlds.

2. Understand Your Rights and Responsibilities in Using Social Media Technology

Use good and ethical judgment. To the extent your social media use impacts MPRPD employees and clients, follow MPRPD policies and regulations as applicable, including but not limited to those that protect individual privacy rights, anti-discrimination and harassment policies, and the anti-workplace violence policy.

Keep in mind that if your conduct adversely affects your job performance, the performance of your co-workers, or adversely affects members of the public served by MPRPD, MPRPD may take disciplinary action against you up to and including termination.

Keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers or via other channels such as by speaking with your supervisor or MPRPD's Human Resources staff. Nevertheless, if you decide to post

complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as unlawful harassment or discrimination or otherwise violating the law such as unlawful threatening conduct. Examples of such conduct might include offensive posts that could contribute to a hostile work environment on the basis of race, religious creed, color, national origin, ancestry, physical or mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation or any other status protected by law. Examples of unlawful threatening conduct include posting material that would make a reasonable person afraid for his or her safety or the safety of his or her family.

Strive for accuracy in any blog or post. Include a link to your sources of information. If you make a mistake, correct the information, or retract it promptly.

Never post any information or rumors that you know to be false about your co-workers or MPRPD clients.

Do not disclose information that may violate client or employee rights. For example, do not disclose another individual's social security number, medical information, or financial information in a manner that violates that person's rights.

If you publish a blog or post online related to the work you do or subjects associated with Monterey Peninsula Regional Park District, make it clear that you are not speaking on behalf of MPRPD. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of MPRPD."

If you want to keep your personal life separate from your professional or work life, use privacy settings to restrict personal information on public sites. Consider who you invite or accept to join your social network as those individuals will have access to your profile, photographs, etc.

Understand that even if you have private settings, those you invite into your network can easily, print, save, cut, paste, modify or publish anything you post. Material can be archived on the internet even after you remove it.

3. Using Social Media at Work

You must never use working hours when you are not on break for your personal social media use. Do not use MPRPD e-mail addresses to register on social networks, blogs or other online tools utilized for personal use.

4. Media Contacts

MPRPD strives to anticipate and manage crisis situations to reduce disruption to our employees and the public that we serve and maintain our reputation. To best serve these objectives, MPRPD will respond to the news media in a timely and professional manner only through its designated spokesperson. Employees are not authorized to

comment for MPRPD and should direct inquiries regarding MPRPD's position to the General Manager.

If you have questions or need further guidance, please contact the Administrative Services Manager.

DRAFT

**Monterey Peninsula Regional Park District
EMPLOYEE ACKNOWLEDGEMENT OF
SOCIAL MEDIA POLICY**

This is to acknowledge that I have received a copy of the Monterey Peninsula Regional Park District Social Media Policy and that I have read the policy and understand my rights and obligations under the Policy.

I understand that this Policy represents only current policies, procedures, rights and obligations and does not create a contract of employment. Regardless of what the Policy states or provides, the District retains the right to add, change or delete provisions of the Policy and all other working terms and conditions without obtaining another person's consent or agreement.

My signature below further signifies that I have read this Policy and that I accept and will abide by all of its provisions.

PRINT FULL NAME

SIGNED

DATE

DRAFT