

Revise PI 118 - “Use of Social Media by the District”

Submitted by David Diamond - DRAFT 01

The District’s current Policy Information 118 has not been revised since May, 2015. It contains language I believe to discourage open and honest communication with the public. In order to foster a culture of increased transparency and a deeper connection to our community, I propose the following changes to this policy.

I believe all suggestions herein to be in compliance with California Assembly Bill 992, which was signed into law on September 18, 2020. The text of that bill is available here:

http://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=201920200AB992

Language of Concern

The following has been extracted from PI 118, dated May 27, 2015, and found online at:

https://truckeeatahoeairport.com/documents/42-pi_118_social_media_district-pdf

Global change

All references to *Facebook page* should be generalized to *social media properties*, to account for other platforms that might be used in the future.

Page 3, paragraph 2

The District's Facebook page shall be managed consistent with the Brown Act, the Political Reform Act, and the California Election Code. Members of the District's board of directors, executive committee, or advisory committees shall not post or respond to any posts, comments or publications on the District's Facebook page, or use the District's Facebook page to blog or engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the board of directors or executive committee(s), or for any political purpose.

Concern

All parties associated with the District, who are also constituents of the District, should be encouraged to voice their approvals, disapprovals, ideas or other thoughts related to content published by the District.

Proposed revision

The District's social media properties shall be managed in adherence to the Brown Act, the Political Reform Act, and the California Election Code. Members of the District's Board shall conduct themselves on the District's social media properties in adherence with the Brown Act, as current at the time of interaction. Airport staff, advisors and contractors may interact with District social media content to express their own opinions on topics posted. No party affiliated with the District may disclose on District social media properties information considered to be District-confidential, or confidential to any party associated with the District.

Page 3, paragraph 2

Also, the District does not encourage the personal use of social media to follow or comment on the District's Facebook page.

Concern

There should be no discouraging of interaction with District social media properties. Directors and employees should be free to interact with District social media properties using personal devices and accounts, if they so choose.

Proposed revision

Delete sentence.

Page 4, Paragraph 4, Bullet 3

Defamatory, derogatory or personal attacks on any District employee or official, or comments that constitute bullying or abusive conduct toward District employees or officials;

Concern

Directors must be excluded from this. The public retains the right to voice criticisms toward elected officials.

Proposed revision

Defamatory, derogatory or personal attacks on any District employee, or comments that constitute bullying or abusive conduct toward District employees;

Page 5, Paragraph 1, First Bullet

Comments not related to District posts, business, information, announcements, events or comments not related to the original topic, including random or unintelligible posts;

Concern

The public should not be restricted as to the scope of comments they make, so long as those comments are within the other controls set forth in this section. What might seem irrelevant to Airport staff might be absolutely relevant to the commenter.

Proposed revision

Comments that do not further conversation of the topic or another District-related topic, including unintelligible posts;

Proposed Additions

The following proposed content should be considered to reflect current Brown Act revisions, and the District's goal of a culture of transparency and increased community engagement.

The document location of this content is to be determined by the document author.

Directors are not prevented from engaging with the public, airport staff or contractors, other directors, or any District social media property, via their own social media channels in any way that remains compliant with The Brown Act, as it stands at the time of the post or comment.

Published content should encourage public connection with the District. Examples include advisories of next-day Board and ACAT meetings, and agenda overviews with links to meeting documents.

Typos

Page 2, paragraph 4: *Employees representing the District and posting content on behalf of the District on its social **medial** pages must conduct themselves at all times as a representative of the District and in accordance with all District policies.*

– END OF PROPOSAL --