

TRUCKEE TAHOE AIRPORT DISTRICT POLICY INSTRUCTION

PI NUMBER: 118
2021~~5~~

Effective ~~May-February 257,~~

SUBJECT: USE OF SOCIAL MEDIA BY THE DISTRICT

PURPOSE: Establish guidelines on the use of social media sites by the Truckee Tahoe Airport District ("District") as an additional means of conveying District information to its constituents, residents, and visitors and maximizing the promotion of District services and facilities. This policy is also intended to mitigate associated risks from use of social media technology where possible.

DEFINITIONS:

"Social media sites" refers to websites designed to allow users to share and store information, photographs, and other user-generated content. Social media uses many technologies and platforms, including social networking, blogs, wikis, photo and video sharing, and more.

"District social media page" means a page on a social media site which the District establishes and maintains, and over which it has control over all postings, except for advertisements or hyperlinks by the social media site's owners, vendors or partners.

"Post" or "Comment" means information, articles, pictures, videos, hyperlinks or any other form of content or communication posted on any District social media page.

What does it mean to "Like" something? Clicking Like below a post on Facebook is an easy way to let people know that you enjoy it without leaving a comment. Just like a comment, the fact that you liked the post is visible below it. For example, if you click Like below a video: People who can see the video will be able to see that you liked it, a story will be posted on your Timeline that you liked your friend's video and the person who posted the video will get a notification that you liked it.

"Friend" means the Friends option in your audience selector lets you share things with your friends on Facebook. If anyone else is tagged in a post, it becomes Friends (+) because the audience expands to include the tagged person and their friends.

GENERAL POLICY:

The District's official website at www.truckeetahoeairport.com will remain the District's primary source and means of internet communication. To the extent possible, a link to the District's official website

shall be included on any District social media page. Wherever possible, District social media pages should link back to the official District website for forms, documents, online services and other information necessary to conduct business with the District. Information posted by the District on social media pages will supplement and not replace required notices and standard methods of communication. Not all forms of social media may be appropriate for use by the District and any social media page established on behalf of the District must be approved by the General Manager and/or the Director of Aviation and Community Services. Consideration shall be given to the overall nature, theme and suitability for use for District purposes. All approved social media sites must provide a mechanism for the District to remove posts or prevent the posting of content that violates this policy.

District social media pages should make clear that they are maintained by the District and state that they follow the District's social media policy. To the extent possible, this policy must be displayed to users or made available by hyperlink. The Comment and Response portion of this policy must appear in the "About" and/or "Page Information" and/or similar description area on any District social media page.

All photos posted by the District on its social media pages shall be for use in marketing and promotion of District programs and services. Under no circumstances will the District use photos of individuals who expressly ask that their photos not be made public.

District social media pages are subject to the California Public Records Act. Any content maintained in a social media format that is related to District business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure. All such content must be retained pursuant to the Public Records Act and the District's document retention policy.

Employees representing the District and posting content on behalf of the District on its social media pages must conduct themselves at all times as a representative of the District and in accordance with all District policies. Employees found in violation of this policy may be subject to disciplinary action, up to and including termination of employment.

This policy may be revised at any time upon approval by the Board of Directors. Every attempt will be made to provide prior notice of any changes. However, when deemed necessary in order to fully protect the District's interests, the interests of the public, and to more fully protect the safety of the public, including employees governed by this policy, then this policy may be changed without notice.

POLICY: SITE MANAGEMENT AND CONTENT

The exclusive social media site currently approved for official use by the District is Facebook. The District's official Facebook page must be created and maintained using an official District email account.

The District's IT staff, the District General Manager, and the Director of Aviation & Community Services shall maintain all login and password information.

The District's Facebook page is to be used for informational purposes and all content must pertain to the District and/or District business, programs, services or events. The District shall have full permission and rights to any content posted by or on behalf of the District, including all photographs and videos.

~~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.~~

The Director of Aviation & Community Services or their designee will be primarily responsible for posting content on the District's Facebook page on behalf of the District, monitoring content, responding to comments where appropriate, and ensuring adherence to this policy. Staff will review the District's social media pages on a daily/weekly/bi-weekly basis to ensure compliance with this policy. However, because the District's primary focus is on ensuring aircraft safety and providing aviation services, posting, monitoring and responding to comments on the District's Facebook page may be delayed under appropriate circumstances. In addition, the General Manager and/or the Director of Aviation and Community Services must be alerted immediately to any content posted on the District's Facebook page that violates this policy and/or the host site's terms and conditions of use.

No employee authorized to post content on the District's Facebook page shall express his or her own personal views or concerns. Rather, posting of content by any authorized employee shall only reflect the views of the District and shall be factual in nature.

Any employee authorized to post on the District's social media pages shall review, be familiar with, and comply with this policy and the social media host site's terms and conditions of use.

The District reserves the right to have any content restricted or removed if deemed to be in violation of this policy or any applicable federal, state or local law. Any such removed content must be retained consistent with the Public Records Act, where applicable, and/or the District's document retention policy, including the date, time and identify of the poster, when available, as well as a written statement of the reasons for removal of the content.

Pursuant to the District's Employee Social Media policy set forth in the Employee Handbook, the District does not condone the personal use of social media sites during the workday or by using District-owned equipment. Also, the District does not encourage the personal use of social media to follow or comment on the District's Facebook page. However, any employee who chooses to engage on the District's Facebook page is bound by the terms of this policy, as well as any other applicable policies, including but not limited to the District's Employee Social Media policy, the District's No Harassment policy, and the District's Acceptable Use of Electronic Communications policy. Employees are reminded and cautioned that information posted on a social media site is not private and may be used as evidence in administrative or legal proceedings. Any employee use of social media in a manner that violates District

policies or procedures will not be tolerated, and may be grounds for disciplinary action, up to and including immediate discharge.

While the District reserves the right to “Like” or “Follow” other government and civic organizations and similar entities, the District’s Facebook page shall not be used to endorse any individual political candidates or viewpoints.

POLICY: COMMENT AND RESPONSE POLICY

Many social media sites permit and invite posts and comments by site users. By permitting use of this feature, the District does not intend to create a general public forum, and all comments and posts must comply with this policy. The District’s Terms of Use, as set forth below, must be displayed on any District social media page or made available by hyperlink.

The District intends for its use of any social media to relate solely to matters of District business. A comment or post by a member of the public on any District social media page is the opinion of the commenter or poster only and does not imply endorsement of, agreement with, or reflect the opinions or policies of the District.

The following posts or comments are inappropriate and are subject to removal or restriction by the District:

- Profane, obscene, violent, or pornographic content and/or language;
- Content that promotes, fosters, or perpetuates discrimination or harassment on the basis of race, creed, color, age, religion, gender, national origin, sexual orientation or any other category protected by local, state or federal law;
- Defamatory, derogatory or personal attacks on any District employee or official, or comments that constitute bullying or abusive conduct toward District employees or officials;
- Content that adversely affects employee job performance, customers, vendors, suppliers, contractors working on behalf of the District or its legitimate business interests;
- Threats to any person or organization or encouragement of illegal activity;
- Information that tends to compromise the safety or security of District employees, the public, public systems or the District’s technology resources;
- Content that violates any legal ownership interest, such as a copyright, trademark or trade secret;
- Content containing personal information such as home addresses, phone numbers, social security numbers, dates of birth or driver’s license numbers;
- Solicitation of commerce, including any advertising or business services or products for sale;
- Content that violates any federal, state or local laws;
- Comments in support of, opposition to, any political campaigns or ballot measures;

- Comments not related to District posts, business, information, announcements, events or comments not related to the original topic, including random or unintelligible posts;
- Comments or posts on topics or issues not within the jurisdictional purview of the District.

The above list is not necessarily exhaustive and the District reserves the right to remove or restrict any post or comment that violates the purpose or spirit of this policy. Unacceptable content and repeat individual violators may be prohibited from making any further or additional posts on the District’s Facebook page. The General Manager and/or the Director of Aviation and Community Services shall be consulted on any decisions with respect to the removal of content or prohibiting future use by repeat individual violators.

Any employee authorized to post on the District’s social media pages shall use his or her best judgment in deciding whether or not to respond to a post or comment, and shall avoid engaging any user in an argumentative or offensive manner. Any response by an authorized employee made on behalf of the District shall comply with all terms of this policy. Content in any post or response made on behalf of the District shall not specifically refer to any District vendor, supplier, member, contractor, employee, or official without the approval of the General Manager and/or the Director of Aviation and Community Services.

POLICY: BOARD OF DIRECTORS AND ADVISORY COMMITTEE POSTINGS

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Except as noted in this paragraph, this policy does not apply to the use of social media by Directors and non-employee members of Board advisory committees. Directors and committee members may use social media to communicate with constituents and the general public regarding District business but shall do so in a manner consistent with Government Code section 54952.2. Postings should not state or imply that the Director or committee member is speaking on behalf of the District unless otherwise authorized by the Board of Directors. In addition, Directors and committee members shall provide copies of social media postings to staff when necessary to ensure compliance with the Public Records Act.

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John B. Jones Jr., Teresa O’Dette – Board President