
Mt. View Sanitary District

Policy and Procedure Manual

POLICY TITLE: Social Media & Website
POLICY NUMBER: 2710

MVSD maintains an online, branded presence through a website and social media platforms for defined business purposes. The District's website, MVSD.org, and social media platforms, such as Facebook and Instagram, provide information and transparency, along with the ability to engage with the public. Specific questions about which platforms the District deems to be social media can be directed to the Public Outreach Coordinator.

The District Manager or designee will authorize individuals who are allowed to speak/write in the name of MVSD on the website and social media platforms. Authorization is limited to business purposes only. Authorized personnel should establish a "work" profile to access social media platforms on the District's behalf. The "work" profile will identify the authorized individual honestly, accurately and will comply with all District policies. Personal profiles should not be associated with the District's pages. Personal use of the District's website or social media is prohibited and can result in discipline up to and including termination. All policies relating to monitoring usage of District property apply.

Employees can use their personal devices to engage in social media through their personal profiles during non-working times, such as breaks and meal periods; however, all other District policies against inappropriate usage, including the District's no tolerance for discrimination, harassment, or retaliation in the workplace, and protection of confidential information apply.

District employees shall not post comments or photos directly related to their position or employment on their personal social media pages if the activity could discredit or bring embarrassment to the District. If a District employee uses social media for personal purposes and comments or provides opinions on official District business, they should state that their opinions and views are their own and do not reflect the opinions and views of the District.

Nothing in the District social media and website policy is designed to interfere with, restrain, or prevent employee communications regarding wages, hours, or other terms and conditions of employment.

The District's website and social media pages are intended to serve as a means of communication between the District and the community. Subject to constitutional considerations including the First Amendment of the United States Constitution, articles, posts, and comments made by external and authorized users containing any of the following forms of content will not be allowed and will be removed as soon as possible:

- Making or publishing of false, vicious, or malicious statements concerning any employee, the District, or its operations.
- Profane language or content
- Content that promotes, fosters, or perpetuates discrimination of the basis of race, creed, color, age, religion, gender, marital status, sexual orientation, national origin, physical or mental disabilities, status regarding public assistance, or other protected classification.
- Sexual harassment content
- Solicitation of commerce or advertisements, including promotion or endorsement
- Promotion or endorsement of political issues, groups, or individuals
- Conduct or encouragement of illegal activity
- Information that may tend to compromise the safety or security of the public or public systems
- Content intended to defame any person, group, or organization
- Content that violates a legal ownership interest of any other party, such as trademark or copyright infringement
- Violent or threatening content
- Disclosure of confidential, sensitive, or proprietary information

The District disclaims responsibility and liability for inappropriate material posted by visitors. Unacceptable content and repeat individual violators will be blocked. District Legal Counsel will be consulted on any legal issues.