

RESOLUTION NO. 8-10-932

**A RESOLUTION OF THE BOARD OF DIRECTORS OF
WEST BASIN MUNICIPAL WATER DISTRICT
AMENDING RESOLUTION NO. 06-07-859
(THE ADMINISTRATIVE CODE)
AS IT RELATES TO PART 3 HUMAN RESOURCES**

BE IT RESOLVED BY THE BOARD OF DIRECTORS OF WEST BASIN MUNICIPAL WATER DISTRICT as follows:

1. Purpose.

This Resolution amends Resolution No. 06-07-859 (Administrative Code) as it relates to Part 3. Human Resources, Chapter 5. District Policies of the Administrative Code of the District.

2. Amendment.

Add Article 5. Social Media Policy to read as follows:

"ARTICLE. 5. SOCIAL MEDIA POLICY

3-5.501 INTERNAL POLICY

These guidelines apply to West Basin employees who create or contribute to social media networks during non-work hours, in capacities other than as official spokespeople for the District.

West Basin employees are welcome to participate in social media during non-work hours, yet we expect everyone who participates in online commentary to understand and to follow these simple but important guidelines for their own protection and that of the District.

1. When using social media, follow the same standards of professional practice and conduct associated with your normal responsibilities as a West Basin employee. Common sense and sound judgment help avoid the most troublesome issues.
2. If you publish content to any social media site that has something to do with subjects associated with West Basin, consider a disclaimer such as, "This post is my own and does not necessarily represent West Basin." Never use or reference your West Basin title when writing in a non-official capacity. Consult Public Information and Conservation Manager Ron Wildermuth or Media and Public Affairs Specialist Noelle Collins when in doubt.
3. Those with leadership responsibilities, by nature of their position, must consider whether personal thoughts they publish on social media platforms, even in clearly personal venues, may be misconstrued as official West Basin positions. They should assume that other West Basin employees and those outside of the District will read what is written and may consider it to be West Basin's official position. Assume your thoughts are in the public domain and can be published or discussed in all forms of media.
4. Respect copyright and fair-use laws. Always protect sensitive information, such as protected data and personally identifiable information. Do not publish or report on conversations that are meant to be internal to West Basin unless given permission by management.
5. Be aware of your West Basin association in online social networks. If you identify yourself as a West Basin employee or have a position that involves public contact, ensure your profile and related content is consistent with how you wish to present yourself as a West Basin professional and conforms to existing employee-conduct standards. Have no expectation of privacy. Staff are personally responsible for the content they post.

6. Never participate in social media when the topic being discussed may be considered a crisis situation (pipeline breaks, accidents, "media storms" regarding West Basin, etc.). Even anonymous comments may be traced by third parties back to your or West Basin's IP address. Refer all social media activity around crisis topics to Public Information and Conservation Department Manager Ron Wildermuth or Media and Public Affairs Specialist Noelle Collins.
7. The primary spokespersons for West Basin shall be the General Manager, as delegated to the Public Information and Conservation (PIC) Department Manager and the Public Affairs Specialist. It is imperative that the PIC Manager and the Public Affairs Specialist are kept informed of all important issues which could become of media or social media interest, positive or negative, as early as possible. Issues requiring discussion and approval by the Board of Directors shall be addressed by the General Manager. If the General Manager is unavailable, the Assistant General Manager will be the primary spokesperson for West Basin.

3-5.502 EXTERNAL POLICY

This policy is to be published on the West Basin website and, where appropriate, on social media profile page(s) utilized by West Basin.

1. Content - West Basin social media accounts on Facebook and YouTube and any other social media wherein West Basin establishes an identity, are managed by the District's public information team, on behalf of the West Basin Municipal Water District. If a user follows any of West Basin's social media accounts, a user can expect regular posts covering some or all of the following:
 - News and updates on West Basin projects, programs and events
 - News and updates on issues related to water reliability
 - Invitations to provide feedback on specific issues related to West Basin
 - Occasional live coverage of events
2. Disclaimer – Information posted on West Basin's social media pages may not represent the view of West Basin and may be the opinion solely of an individual author.
3. Following - If you follow West Basin, West Basin may opt to follow or not to follow any person or entity or comment or not comment on others' posts.
4. Availability - West Basin will make every effort to update and monitor our social media accounts during regular business hours. Third-party social media platforms such as Facebook, Twitter and YouTube may occasionally be unavailable and the District accepts no responsibility for their lack of service.
5. Social Media Comments - West Basin welcomes feedback and ideas through our social media platforms, and will attempt to respond to comments and questions, and participate in the conversation wherever possible.
 - When necessary, the District will work with operators of the third-party social media platforms to block comments from parties that post the prohibited content listed below:
 - Comments not topically related to the particular item being commented upon;
 - Profane language or content;
 - Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
 - Sexual content or links to sexual content;

- Solicitations of commerce;
 - Content that is political, may be perceived as political, endorses, criticizes, or discusses political candidates or issues;
 - Conduct or encouragement of illegal activity;
 - Information that may tend to compromise the safety or security of the public or public systems; or
 - Content that violates a legal ownership interest of any other party
6. Emergencies - If you are experiencing issues with your water service, please contact your retail water provider or [click here](#) [links to Customer Agency Links page of West Basin Web site]. ***Please do not rely on any of West Basin's social media platforms as a means of direct communication during emergency situations.*** If the matter is urgent, please call 911 or West Basin customer service at (310) 217-2411.

4. Other.

Except as provided herein, Resolution No. 06-07-859 is hereby reaffirmed and readopted.

PASSED, APPROVED AND ADOPTED on _____, 2010.

President

ATTEST:

Secretary

[SEAL]

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