

Yamhill Fire Protection District

District Policies, Procedures, & SOG's

MISSION

*Yamhill Fire Protection District is dedicated to
serve and protect our community*

District Procedure

PERSONNEL

PER – 754.3

Social Media Policy Language

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Language related to intent of social media and General District Guidelines

The district provides opportunities through various digital outlets and social media channels to facilitate communication among individuals, businesses, and visitors regarding matters of public interest.

Sites that allow public comment shall inform visitors of the intended purpose of the site and provide a clear statement that inappropriate posts are subject to removal, including but not limited to the following types of postings regardless of format (text, video, links, documents, etc.)

The district reserves the right to delete submissions or comments that contain:

- Profane or vulgar language
- Personal attacks of any kind
- Harassment of any individual or entity
- Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regards to public assistance, national origin, physical or mental disability or sexual orientation or
- Hateful, threatening, libelous, or pornographic language or images.

Further, the district also reserves the right to delete submissions or comments that

- Are spam or include links to other sites
- Are clearly off topic
- Are illegal or fraudulent
- Promote particular services, products, or political organizations
- Further commercial or other personal financial gain
- Infringe on copyrights or trademarks
- Contain factually inaccurate information about the district
- Inaccurately imply endorsement, approval, or sponsorship by the district
- Can be confused with official communications of the district
- Violate other users' privacy, such as releasing personal information about others, including name, address, or phone number.

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The district reserves the right to deny access to its communication channels and will deny access to those who violate the above standards or other applicable policies in these or similar practices. Participants on the District's various social media channels who misuse the information and communication services may be removed from all District online communities permanently.

District social media interactions must adhere to established laws and policies regarding copyright, records, retention, records requests, e-discovery laws, the First Amendment, privacy laws, and information security policies established by the district, and therefore must be able to be managed, stored, and retrieved to comply with these laws.

One of the main goals of social media is to create a voice for the district. As such, it is important that content is posted in a similar context or tone across District social Media outlets. The Fire Chief or designee will work with authorized users to identify the tone and review posts to ensure they align with the voice the district is working to convey. Authorized users are to follow these guidelines when interacting on District social media sites.

- Double check the facts before posting to a site
- Maintain professionalism, honesty, and respect
- Never engage in a heated debate on social media – after responding once or twice in a professional manner, encourage the poster to contact the district directly to resolve any issues or disagreements
- The tone of social media content is often informal; however, the staff is encouraged to adhere to the district's more formal writing style when appropriate
- Some questions should not be answered on social media – it may be more appropriate to ask the poster (person) to contact the district directly
- Only delete or hide comments that clearly violate the district's posting guidelines and document the deletion for record keeping.

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PURPOSE

The purpose of this policy is to provide the public, the District, the Board of Directors, managers, and employees, guidelines on the use of social media.

The District, Board of Directors, and District Management will not use personal social media to perform background checks or research on employment applicants or employees without express written approval. The Board of Directors and District Management are encouraged to remember their position of public responsibility, trust, and transparency when using personal social media.

No person associated with the district may use the Yamhill Fire Protection District name, logo, or status with the district on personal social media to imply directly, or indirectly, that personal opinions or posts are an official position or opinion of the District, Board members, Management and Employees are prohibited from creating social media accounts representing the district, or from posting individually as if they represent the district unless that is the individual's assigned task as part of regular, documented job duties.

Board members, Management and Employees are encouraged to use social media responsibly. While at work they represent the district and should not do anything on social media that would detract from their professionalism and service to the community.

Due to the district's status as a public entity, all electronic communications from District devices are subject to public disclosure laws. Use of District provided computers, cell phones, or any other electronic devices and networks to access personal email, social media, or browse the internet for personal use for any reason, is prohibited at any time. Board members, Management and Employees may access and use their personal social media on their personal electronic devices when not on duty, at break times, and during the lunch hour, and may use personal social media to communicate with each other regarding personal matters and friendships but are reminded that any forms of harassment or discrimination are prohibited.