AUTHORITY

STATUTES
A watershed management organization shall publish and distribute at least one newsletter or other appropriate communication each year to residents. The newsletter or other communication must explain the organization’s water management programs and list officers and telephone numbers.

211B.09 Prohibit Public Employee Activities
An employee or official of the state or of a political subdivision may not use official authority or influence to compel a person to apply for membership in or become a member of a political organization, to pay or promise to pay a political contribution, or to take part in political activity. A political subdivision may not impose or enforce additional limitations on the political activities of its employees.

Chapter 13 MN Government Data Practices Act
Subd. 3.Scope. This chapter regulates the collection, creation, storage, maintenance, dissemination, and access to government data in government entities. It establishes a presumption that government data are public and are accessible by the public for both inspection and copying unless there is federal law, a state statute, or a temporary classification of data that provides that certain data are not public.

RULES
8410.0150 Subpart 3a. Watershed management organization Web Sites.
An organization shall have a web site that, at a minimum, contains the location, time, agenda, and minutes for organization meetings and hearing; contact information for the organization including a person capable of answering questions about the organization. The Web site shall be kept current on a monthly basis or more frequently.
8410.0105 Subpart 4. Information and Education program.
Each plan must provide for an information and education program in consideration of the goals defined under part 8410.0080. The program must, at a minimum, include the purpose, targeted audiences, and actions. An annual communication must be distributed to residents of the organization in compliance with Minnesota Statutes, section 103B.227, subdivision 4.

PERMIT
NPDES Permit MNR040000, 2013-18 MS4 SWPPP requirements:
   MCM 1 Public Education & Outreach - Phase II MS4s are required to educate their community on the pollution potential of common activities and increase awareness of the direct links between land activities, rainfall-runoff, storm drains, and their local water resources.
   MCM 2 Public Participation - Phase II MS4s are required to follow all state, tribal, and local public notice requirements when implementing their stormwater program. Public involvement also includes creating opportunities for direct action, educational, and volunteer programs such as tree planting days, volunteer monitoring programs, storm drain marking, or stream clean-up programs.

DEFINITIONS
Social Media
Social media is defined as a group of online applications that encourage users to create content and interact with one another. The interactivity of social media distinguishes it from other static forms of communication, such as webpages that simply share information (Bregman, S. (Ed.), Watkins, K. (Ed.). (2013). Best Practices for Transportation Agency Use of Social Media. Boca Raton: CRC Press).

Social Media Engagement
The Coon Creek Watershed District shall define social media engagement individually based on differing social media platforms. Video watch length time, comments and shares shall all be considered acceptable measures of social media engagement. Likes and follows shall not be considered acceptable measures of engagement, as new social media
OBJECTIVES

1. To use Social Media to further the goals of the District and its Mission by reaching a broader audience through digital social media platforms.

2. To facilitate an informed public by disseminating public information and providing timely and two-way communication with a broad audience so as to interact with integrity, accountability, and transparency.

3. To broadcast and share the following information to the widest possible audience as quickly as possible:
   - Time-Sensitive Information
   - Emergency-Related Information
   - Board Decisions
   - Involvement/Engagement Campaigns
   - District Program activities

Measures

Performance

   a. Number of Shares
   b. Number of Comments
   c. Video watch time-length

POLICY

1. The District official website, www.cooncreekwd.org, will remain the District’s primary means of internet communication.
2. Social media will be used as a/an:
5.1 SOCIAL MEDIA/SOCIAL NETWORKING

- Engagement/Transparency tool for citizens to participate and learn about their government.
- Citizen/User Response tool for communication and response to concerns and questions from members of the public. If District staff deems a response is necessary, every effort should be made to respond with the same communication method chosen by the citizen/user.

3. The District should have full permission or rights to any content posted by the District including photographs and videos.

4. While citizens are encouraged to submit questions, comments, concerns, and recommendations via social media sites, these sites are moderated online discussions and not official public records:
   a. The District reserves the right, at our sole discretion, to change or modify any District posts and add or delete District or public comments, posts, photos or videos at any time, including those that:
      i. Do not relate to the particular posting
      ii. Contain vulgar or obscene language as well as sexual content
      iii. Are prejudiced, hurtful, harassing or threatening remarks made toward any person or entity, including any ethnic, racial or religious group
      iv. Are repeated postings relating to the same content
      v. Are or contain commercial promotions or spam, including links to other sites
      vi. Promote illegal activity
      vii. Violate the legal ownership interest of another party, including copyrights and trademarks
RESPONSIBILITY
District Administrator

The District Administrator has the responsibility to:

1. Assist and train District employees in public involvement policies, methods, procedures, and techniques to ensure objectivity in the collection and analysis of public comments.
2. The District Administrator will be responsible for informing all Employees and Board Managers of this policy and implementing the policy.

Information & Education Coordinator

The Information and Education Coordinator has the responsibility to:

1. Oversee Social Media implementation on regular basis.

PROCEDURES
Content for social media postings shall consist of the following types of information:

• Time-Sensitive Information
  1. Information needing to be broadcast immediately as a part of District-related activities to warn or notify the public
     a. Example: temporary road or trail closures due to culvert replacements, harmful algal blooms

• Emergency-Related Information
  1. Information regarding pre or post natural disasters and their impacts
     a. Example: Storms resulting in flooding or strong potential for flooding
        i. Ex: Straight-line winds, tornadoes
  2. Information regarding public health or safety issues from our agency partners that might impact CCWD constituents
COON CREEK WATERSHED DISTRICT
POLICY & PROCEDURES MANUAL
ORGANIZATION and MANAGEMENT
INFORMATION SERVICES
PUBLIC INVOLVEMENT PROGRAM
5.1 SOCIAL MEDIA/SOCIAL NETWORKING

• Board Decisions
  1. Public Hearing Notices
• Involvement/Engagement activities
  1. Information on Best Management Practices that further public participation in CCWD’s Mission and goals
  2. Advertising for CAC members
  3. Promoting CCWD Water Education grants
  4. Promoting CCWD volunteer activities
  5. Promoting water resource-related events that involve CCWD
  6. Sharing relevant agency or constituent content
• District Program activities
  1. Planned project activities
  2. Ditch Inspection notices
  3. Ditch Maintenance activities
  4. Awards received such as grant awards or recognition awards
  5. Employment opportunities

RETENTION
The Coon Creek Watershed District may also delete, at its discretion, recommendations, visitor posts, reviews and other similar content category areas on District social media sites after 60 days.

PUBLIC RESPONSIBILITY
Please note that any public comments expressed on District social networking sites do not reflect the opinions or positions of the Coon Creek Watershed District, its employees, or appointed officials.

Please note that Coon Creek Watershed District does not share information gathered through its social media sites with third parties for promotional purposes.

Any information submitted to the District social media sites are public records subject to disclosure pursuant to Chapter 13 Minnesota Government Data Practices Act. While information
submitted to District social media sites are public records subject to disclosure pursuant to Chapter 13, Minnesota Government Data Practices Act, the comments, District posts, and related content are not considered official public record regarding any particular subject.

AUTHORIZATION
Adopted:
Revised: