COON CREEK WATERSHED DISTRICT
POLICY & PROCEDURES MANUAL
ORGANIZATION and MANAGEMENT
INFORMATION SERVICES
PUBLIC INVOLVEMENT PROGRAM
5.1 SOCIAL MEDIA/SOCIAL NETWORKING

USAGE GUIDELINES

1. District Board of Managers should be mindful of the risks of electronic communication in relation to the Minnesota Government Data Practices Act and the Open Meeting Law.
   - Two-way communication between appointed or elected officials should be strictly avoided.

2. Employees with administrative, posting, or commenting permissions will clearly identify themselves including name and title with the District along with contact information where appropriate.

3. Be mindful that all content and comments provided are now in public domain.

4. Content shared concerning the District should be related to District programs, services, projects, issues, events, and activities.

5. Do not upload, post, transmit, or make available content known to be false, misleading, or fraudulent.

6. Do not post photos that infringe on trademark, copyright, or patent rights of others.

7. When a mistake is made, corrections should be direct and made as timely as possible. If a modification is made to an earlier post, make it clear the posting has been corrected; corrections will be addressed with phrases such as “Fixed Link” or “Fact Correction” prior to the correction.

8. Responses to negative comments will only occur if the response can direct commenter to more information regarding a specific inquiry. This determination will be made at the discretion of the designated Social Media staff person in coordination with their supervisor. Example response: “As a District staff member, I’d like to direct you to…”

9. RESTRICTIONS
• Non-public and confidential information such as information related to coworkers, personnel data, medical information, claims, or lawsuits against the District shall never be shared.

• Posting and reposting information to third party sites will be limited to items relevant to the District.

• Personal Social Media Accounts: This policy is not intended to govern employees’ establishment or use of personal social media accounts for personal purposes outside the workplace and using non-District information systems.

However, some such personal uses of District Social Media may reflect on the District or appear to represent District policy or to be on behalf of the District. In addition, accessing and using personal social media accounts by means of District information systems is subject to District policy. For these reasons, District employees are expected to comply with all District policies as well as the following standards when using personal social media accounts:

(a) District employees have no right to privacy with respect to their personal use of social media or personal social media accounts accessed by means of District information systems, or with respect to personal social media content so accessed. They should not expect or assume privacy or confidentiality with respect to any such personal social media use or social media content.

(b) Employees should be mindful of the risks of electronic communication in relation to the Minnesota Data Practices Act which establishes that government data are public and are accessible by the public for both inspection and copying unless determined private.

(c) Postings and user profiles on personal social media accounts must not state or imply that the views, conclusions, statements or other social media content are an official policy, statement, position, or communication of the District, or represent the views of the District or any District officer or employee, unless the District Administrator and the Information & Education Coordinator have granted express permission for that user to do so.

(d) If a District employee has not received such express permission, any user profile, biography, or posting on a personal social media account that identifies that person as a District employee must include a qualifying statement in substantially the following form: “The views I express on this site are my own and do not reflect any official view or position of the Coon Creek Watershed District.”

(e) Any employee who shall become a candidate for any elective public office subject to the District’s political activity restrictions, under District Policy must comply with those restrictions in personal uses of social media, whether
or not District information systems are used to access the personal social media account, reference Minnesota Statute Section 211B.09 Prohibited Public Employee Activities.

(f) Employees should not comment on District postings on District social media pages, except for promotion of District-related events. We encourage employees to engage in social media by supporting District pages through digital options such as likes/shares/retweets.