COON CREEK WATERSHED DISTRICT
Request for Board Action

MEETING DATE: March 25, 2019
AGENDA NUMBER: 06
ITEM: Social Media Policy

POLICY IMPACT: Policy
FISCAL IMPACT: Budgeted

REQUEST
Review and Adopt Social Media policy 5.1.

BACKGROUND
Staff has been preparing to launch Coon Creek Watershed District (CCWD) Social Media pages since 2018. The intent is to use them as another tool for broader outreach to our constituencies for several purposes, not limited to: distributing emergency information, promoting our projects and programs, and for receiving relevant input.

To be as transparent as possible and have clarity of usage for legal purposes, Usage Guidelines were reviewed in a presentation at the 1-14-2019 CCWD Board meeting. Primary questions addressed regarded clarity on the separation of personal, personal business, and CCWD Board social media use.

District policy has been drafted and reviewed by the CCWD Citizen Advisory Committee at their March 13, 2019, meeting. No comments were received at that time from CAC members. Members were given an additional week to review and comment.

Initial Social Media platforms planned are Facebook, Instagram, plus a LinkedIn page. The launch is planned for April 1 including going live and networking with our cities, and local agencies, and partners.

Social Media Launch Plan: The Coon Creek Watershed District (District) plans to launch a Facebook, Instagram, and LinkedIn account on Monday, April 1, 2019:
1. Facebook: initially post 2-3 times a week and connect with
   • all cities within the District that use Facebook
   • neighboring watershed districts or watershed management organizations
   • Lake Associations within the District
   • Civic group partners
     o Blaine-Ham Lake Rotary Club
     o Anoka Conservation District
     o Anoka County Libraries
     o Recycling and Master Gardener pages.

2. Instagram: initially post 1-2 times a week and connect with all cities and county organizations within the District that have Instagram accounts.
3. LinkedIn: have a LinkedIn profile and use that to share information about available job opportunities.

Any flooding outlook updates could be our first posts after announcing our social media launch.

Staff in the Public Affairs program will oversee social media and have sole posting access.

**ISSUES/CONCERNS:**

Comments have been received from CAC members, with corresponding staff response and are listed in Board packet Item 06b due to length.

**RECOMMENDATION**

Adopt Social Media Policy 5.1