



DRBC SOCIAL MEDIA USE POLICY

Purpose –

This policy is designed to provide guidance to DRBC employees who will be using social media sites and technologies to provide information to and engage with the public on behalf of DRBC. This policy will be updated as needed.

Summary –

Social media sites are internet-based technology communication tools with a focus on immediacy, interactivity, user participation, and information sharing in multiple ways. Social media tools help citizens interact with their government in the individual's preferred method and time schedule and foster a culture of greater transparency.

Policy –

Official DRBC social media sites will be branded with the commission's logo, web address, biographical statement, contact information, and social media policy. If the full policy cannot be made available due to space constraints, a link to its location on www.drbc.gov will be provided.

Roles and Responsibilities: Decisions regarding and responsibility for posting new information to official DRBC social media sites will reside with the commission's communications office. Communications office staff may delegate the posting of media for specific sites, such as posting of water quality monitoring photos. When in doubt, confer with the communications office before posting any content.

Accurate Information: Employees must not knowingly communicate inaccurate or false information. All reasonable efforts should be made by the employee to provide only verifiable facts.

Ethical Conduct: Employees will act and conduct themselves according to the highest possible ethical standards. A summary of the key points of ethical social media conduct appear below:

- Public protection and respect are paramount.
- We will use every effort to keep our interactions factual and accurate.
- We will strive for transparency and openness in our interactions.
- We will provide links to credible sources of information to support our interactions, when possible.
- We will publicly correct any information we have communicated that is later found to be in error.
- We will be honest about our relationship, opinions, and identity.
- We will respect the rules of the venue.
- We will respect the privacy of the public and commission employees.
- We will respect and abide by permissions.
- Public opinion will be respected and accepted regardless of whether it is positive or negative, provided it adheres to DRBC commenting policies, is "on topic," and is not offensive, denigrating, or completely out of context.

Last Updated: September 6, 2018