

AGENDA STAFF REPORT



MEETING NAME: BOARD OF DIRECTORS

MEETING DATE(S): July 13, 2023 & July 17, 2023

FROM: MARION CHAMPION, GOVERNMENT & PUBLIC
AFFAIRS MANAGER

FOR: ACTION X DIRECTION ____ INFORMATION ____

Proposed Adoption of MSWD Social Media Policy No. 2023-1

STAFF RECOMMENDATION

Staff recommends board approval of the new social media policy.

SUMMARY

Social media sites become more popular every day and are quickly becoming the preferred method of communication for many. Recognizing that MSWD customers and employees use social media in their everyday lives and for a small group of employees as part of their work-related assignments, MSWD should consider adopting a policy establishing basic rules and guidelines for social media use.

The two primary goals of the policy are to establish the following:

1. Rules for MSWD employees and representatives who interact with the public through MSWD's social media sites; and
2. Standards to which all employees and representatives must adhere, as public employees, when accessing or using social media while at work, with MSWD equipment, and whenever an employee or representative refers to MSWD on one of its social media sites.

Posts on the District's social media sites will supplement required notices and standard methods of communication. MSWD's official website, www.mswd.org, remains the primary source of District-related notices, information, and news. Whenever possible, content posted on the District's social media sites will link back to and be available on MSWD's website.

ANALYSIS

Public agencies and special districts routinely use social media to communicate with customers. Adopting a social media policy will help ensure these sites remain a valuable tool for the District and not a liability.

ATTACHMENTS

DRAFT Social Media Policy & Practice