

WESTERN MUNICIPAL WATER DISTRICT
ROUTING FOR REVIEW AND SIGNATURE SHEET

DATE: 09/24/2020

FROM: Sarah Macdonald

SUBJECT: Digital Media Guidelines

ROUTING FOR REVIEW AND SIGNATURE:

Sarah Macdonald, Director of Strategic Communications

(Your Name and Title)



Reviewed

Date 09/24/2020

Greg Duecker

(Route to Name and Title)



Reviewed



Signed

Date 10/07/20



Candi Judd

(Route to Name and Title)



Reviewed



Signed

Date 10/13/20



This document has been reviewed and edited for content by the following people: (Use the space below for the names of the reviewers)

- ✓ Candi Judd & Labor Groups
- ✓ Greg Duecker and Admin/IT
- ✓ Jeff Ferre, Legal Counsel

Please review and return with your suggested edits to me: Edits have already been received and received by all groups

Day and date to be returned by: Friday, Oct. 2, 2020

Thank you.



Administrative Policy
Policy Number: SC-01-DW

Subject: Digital Media Guidelines
Department: Strategic Communications
Effective Date: December 1, 2020
Revised Date: Not applicable
Supersedes: Social Media Policy (PRO-024-A)
Page: Page 1 of 15

Approval:



Craig D. Miller, Deputy General Manager



Date



Tim Barr, Deputy General Manager



Date

PURPOSE

The purpose of this document is to empower Western's employees, representatives, and elected Board members to participate in the growing digital environment of outreach and communications, to professionally represent Western, and enhance customer experience and service. Through this document, Western is guiding the use of and engagement by employees and representatives across Western's official digital media platforms, social profiles, and shared content.

These Digital Media Guidelines shall supersede Social Media Policy (PRO-024-A) and be displayed to users, or made available by hyperlink, on Western's digital media platforms. Digital media platforms are subject to the California Public Records Act. Any content maintained on a Western platform that is related to Western business, including, without limitation, a list of subscribers, posted communication, communication submitted for posting, and private messages set from or received by a Western platform may be considered public records and subject to public disclosure.

Subject: Digital Media Guidelines
Department: Strategic Communications
Effective Date: December 1, 2020
Revised Date: Social Media Policy (PRO-024-A)
Page: Page 2 of 15

Digital Media Guidelines

Table of Contents

PURPOSE.....	1
EXPLANATION	3
POLICY	4
Digital media management.....	4
Content management.....	5
Engagement guidelines.....	6
Western’s Community Standards	9
Privacy violations	13
Reporting	13
DEFINITIONS.....	14
MULTIPLE REVISION DATES:.....	15

Subject: Digital Media Guidelines
Department: Strategic Communications
Effective Date: December 1, 2020
Revised Date: Social Media Policy (PRO-024-A)
Page: Page 3 of 15

EXPLANATION

Each day, customers and stakeholders discuss, debate, and mention Western Municipal Water District (Western) in online conversations. Western recognizes the importance of participating in these online conversations and is committed to ensuring that we participate in a way that is both appropriate for a public agency and meaningful for customers.

People use the digital media space to share their experiences, connect with friends and family, and build communities. The digital media space and more specifically, social media, is a vital outreach tool used in achieving customer communications objectives, which are outlined in Western's Strategic Communications Plan:

1. Elevate the reputation and customer/stakeholder awareness of the value of Western's services both internally and externally across all audiences.
2. Improve the content, timing, and delivery mechanisms for stakeholder outreach and enhance the regional understanding of Western's mission, vision, and strategic priorities.
3. Build up and strengthen Western's brand identity, both internally and externally.
4. Increase positive coverage for Western's digital footprint (media, social, etc.).

Western's vision to achieve sustainable growth online and offline is guided by the principles outlined in the plan.

Be transparent.

Western operates in an open and transparent manner. These principles will carry over through open communication about programs, projects, and services offered.

Be proactive.

No one is going to tell Western's story better than Western itself. That's why it is critical that we tell our story first instead of remaining passive. This will elevate our reputation in the public vernacular and improve overall communication efforts.

Be on message.

A set of succinct key messages and a master narrative have been crafted to aid in explaining our mission, programs, projects, and services.

Subject: Digital Media Guidelines
Department: Strategic Communications
Effective Date: December 1, 2020
Revised Date: Social Media Policy (PRO-024-A)
Page: Page 4 of 15

Be engaging.

Communication has moved away from one-way efforts that simply inform. We encourage audience engagement and will work to create a sense of collaboration.

Be responsive.

With the 24/7/365 news cycle, people expect to hear swiftly from an organization. They also expect to get content direct from the source. We aim to do both.

These Digital Media Guidelines outline how these principles will be demonstrated in the digital media space and will be used to guide participation. The same rules that apply to our messaging and communications in traditional media still apply in the digital media space.

POLICY

Digital media management

Digital media management is the responsibility of Western's Strategic Communications Department. To remain relevant, Western works to identify social trends that offer an opportunity to highlight its programs, projects, and services in an engaging way. These guidelines apply only to the platforms listed below.

Approved digital media platforms

Western has strategically chosen to engage with customers, stakeholders, and the broader community using the following approved digital media platforms. Western reserves the right to create new services not listed here. Western also reserves the right to terminate Western's account on any social networking platforms at any time without notice. Digital media platforms may occasionally be unavailable. Western is not responsible for the lack of service provided by third party websites/microsites or social networking platforms.

Websites/microsites

Website | Western Municipal Water District | www.wmwd.com

Microsite | Inland Empire Landscape Contest | www.InlandEmpireLandscapeContest.com

Microsite | Free Sprinkler Nozzles | www.FreeSprinklerNozzles.com

Microsite | Landscape Guide | www.socalyardtrans.com

Social networking platforms

Subject: Digital Media Guidelines
Department: Strategic Communications
Effective Date: December 1, 2020
Revised Date: Social Media Policy (PRO-024-A)
Page: Page 5 of 15

Facebook | www.facebook.com/WesternMWD

Instagram | www.instagram.com/WesternMWD

Twitter | www.twitter.com/BeingWaterWise

YouTube | www.youtube.com/WesternMWD

LinkedIn | www.linkedin.com/company/western-municipal-water-district

Electronic newsletters

On Tap | Quarterly

Approved digital media spokespersons

The following classifications are designated as approved digital media spokespersons for Western. These classifications are authorized to engage on behalf of the organization using Western's official digital media platforms, social profiles, and within shared content. These classifications may also assign the social media manager and webmaster roles.

- General Manager, or designee
- Strategic Communications Director, or designee
- Strategic Communications Supervisor, or designee

New platform opportunities

All digital media platforms must be approved by Western's Strategic Communications Director and Information Technology Manager. As other digital media opportunities present themselves, Western's Strategic Communications Department will work to analyze the platform and its alignment with organizational goals and objectives – along with Western's ability to support and sustain long-term management of new tools. To submit a new platform opportunity, email commdesk@wmwd.com.

Content management

Public messaging, content development, and digital media dissemination through the platforms listed in this document is the responsibility of Western's Strategic Communications Department, in consultation with subject matter experts.

All Western public announcements of news, events, meetings, or service emergencies – or where Western is mentioned in name, title, host, or sponsorship – through the approved platforms listed in these guidelines shall originate from Western's official digital media

Subject: Digital Media Guidelines
Department: Strategic Communications
Effective Date: December 1, 2020
Revised Date: Social Media Policy (PRO-024-A)
Page: Page 6 of 15

platforms and social profiles, unless otherwise approved in writing in advance by the Strategic Communications Department. This "authorized content" may then be shared by other Western employees and representatives.

Employees and representatives not designated as a Western digital media spokesperson are not authorized to generate public content related or referring to Western's programs, projects, services, sponsored events, hosted meetings, or emergency communications for the digital platforms listed in these guidelines. Content not approved by the Strategic Communications Department for the approved digital platforms in these guidelines is "unauthorized content." Employees and representatives in violation of the content policy will subsequently be directed to remove the unauthorized content, and in some cases, may be subject to disciplinary action up to and including termination.

Sharing Western-generated content

Although Western's digital media spokespersons shall be the originator of all authorized content, employees and representatives are encouraged to share content once disseminated across Western's official digital media platforms and social profiles. By sharing authorized content from Western's official digital media platforms and social profiles, Western can ensure uniform messaging, increase public engagement, and address customer concerns in real-time.

New content opportunities

All digital media content must be reviewed and approved by Western's Strategic Communications Director. As content opportunities present themselves, Western's Strategic Communications Department will work to analyze content alignment with approved messaging and organizational goals and objectives. To submit new content, email commdesk@wmwd.com.

Engagement guidelines

Western encourages employees and representatives to explore and engage in digital media communities at a level at which they feel comfortable, approaching online platforms the same way in which we do the physical one. Employees and representatives are urged to have fun but be smart – using sound judgment and common sense. Employees and representatives will adhere to Western's Code of Conduct (Western Handbook for [Western employees](#), Ethics Policy for [Board Members](#)) and all other applicable policies while engaging in the digital media space, personally and on behalf of Western.

Subject: Digital Media Guidelines
Department: Strategic Communications
Effective Date: December 1, 2020
Revised Date: Social Media Policy (PRO-024-A)
Page: Page 7 of 15

The following guidelines apply to professional digital media engagement on behalf of Western as well as personal use of digital media when referencing Western.

- Employees and representatives are expected to adhere to Western's brand guidelines, key messages, and campaign-approved talking points.
- Employees and representatives should be aware of the impact their actions may have on their reputation, as well as Western's brand. The information posted, published or shared by employees and representatives may be public information subject to the Public Records Act.
- Employees and representatives should be aware that Western may observe content and information made publicly available by employees and representatives through digital media. Employees and representatives are expected to use their best judgment in posting and sharing material that is neither inappropriate nor harmful to Western, its employees and representatives, or customers and stakeholders.
- Although not an exclusive list, some specific examples of prohibited conduct in connection to Western include posting commentary, content, or images that are: defamatory; pornographic; proprietary; harassing; libelous; discriminatory or creating a hostile work environment; in support of or opposition to political campaigns or ballot measures; promoting, fostering or perpetuating discrimination; soliciting commerce; conducting or encouraging illegal activity; compromising the security of public systems/facilities; or threatening violence. Western disclaims liability for any comments or postings and reserves the right to remove any comments or postings that are in violation of Western policies. Western does not endorse any hyperlink or advertisement that appears on third party digital media platforms being used by Western. This topic is also covered in Western's [technology policies](#).
- Employees and representatives are not to publish, post, or release any Western-related content information that is considered confidential or not public. If there are questions about what is deemed to be confidential, employees should check with Executive Management and provide notification to the Strategic Communications Department.
- Social media and other types of online content sometimes generate press and media attention or legal questions. Employees and representatives should refer any Western-related inquiries to the General Manager or the Strategic Communications Director for follow up.
- If employees or representatives encounter a Western-related situation while using digital media that threatens to become antagonistic, they should disengage from the dialogue in a polite manner and seek the advice of a supervisor or the Strategic Communications Department.

Subject: Digital Media Guidelines
Department: Strategic Communications
Effective Date: December 1, 2020
Revised Date: Social Media Policy (PRO-024-A)
Page: Page 8 of 15

- Employees and representatives should seek permission from the General Manager, Strategic Communications Director, and/or Human Resources Director before referring to or posting images of current or former employees, elected Board Members, vendors, or suppliers. Additionally, digital media spokespersons are required to get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks, or other intellectual property.
- Digital media use should not interfere with an employee's or representative's responsibilities at Western. Employees and representatives will adhere to Western's [technology policies](#). When using Western's computer systems, the use of social media for official Western purposes is allowed for official Western spokespersons only.
- If employees or representatives of Western manage their own personal social media pages, they are NOT to engage personally on behalf of Western. Digital engagement on behalf of Western will only be conducted by a Western spokesperson through Western's official profile. In regard to Western representatives or staff using their own social media pages, it is strongly recommended that a disclaimer be used on that individual's profile page along the following lines: "I hold the position of _____ at Western Municipal Water District but the posts, comments and message are personal and not those of Western."
- Digital media platforms shall be managed consistent with the Brown Act. Members of the Board of Directors shall not respond to, "like," "share," retweet, or otherwise participate in any postings, or use a platform to respond to, blog, or engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issues within the subject matter jurisdiction of Western in violation of the Brown Act.
- If a user follows Western on any of its platforms, Western may opt to follow or not to follow any person or entity and may change its following at any time. Western's followers do not represent Western or its views.

Monitoring

Analytics help track the progress of Western's outreach as well as the welfare of the industry and local, regional, state, and federal partners. Western's digital media spokespersons monitor public online communities in which its employees, representatives, stakeholders, customers, and the broader community may be participating. In these public online communities, Western's digital media spokespersons are able to interact on behalf of Western with community members and provide timely and factual information.

Subject: Digital Media Guidelines
Department: Strategic Communications
Effective Date: December 1, 2020
Revised Date: Social Media Policy (PRO-024-A)
Page: Page 9 of 15

Private online communities

Within private online communities, Western relies on its employees and representatives to provide insight into positive conversations as well as conversations where issues may arise. This provides the digital media spokespersons the opportunity to develop a strategy for addressing concerns in public online communities to proactively address customer questions and concerns.

Examples of private online communities include but are not limited to:

- Individual Instagram, Facebook, or Twitter profiles
- Private Facebook groups
- Facebook groups that do not allow Page participation
- Facebook Local Alerts
- Private Instagram, Facebook, or Twitter messages
- Nextdoor neighborhoods

Reporting content

It is never the policy or practice for Western employees or representatives to engage on a personal level within public or private online communities on behalf of Western. Western recognizes that employees are often the eyes and ears of the District. If an employee or representative comes across conversations about Western, instead of engaging on a personal level, they should report such communications to Western's Strategic Communications Department via email to commdesk@wmwd.com. Please include any screenshots, if available. For non-exempt employees, the report should be made during normal working hours.

Monitoring reports

Social media monitoring reports share platform analytics, and this data is shared with Western's Board of Directors regularly, as part of the Outbound Communications Report provided to the Community and Government Affairs Committee.

Western's Community Standards

Western knows it is essential to engage in the digital media space as a place to share consistent, timely, and accurate news and information to our customers and stakeholders, empowering them to communicate and engage with us in a respectful, honest, and authentic dialogue. We take our role as a public agency seriously, and we are committed to transparency. Serving the public through the delivery of news and information via the digital media space means fostering a safe environment while minimizing abuse towards the organization, staff, customers, and stakeholders of our official digital media platforms, social profiles, and shared content.

Subject: Digital Media Guidelines
Department: Strategic Communications
Effective Date: December 1, 2020
Revised Date: Social Media Policy (PRO-024-A)
Page: Page 10 of 15

Western's Community Standards outline what is and is not tolerated on Western's official digital media platforms, social profiles, and shared content. Our policies are based on best practices and the advice of experts in fields such as law, technology, public safety, and human rights. It is crucial for our customers and stakeholders to know that everyone's voice is valued, and Western is committed to providing the highest levels of customer care.

Western's commitment to delivering accurate information in a transparent manner is paramount. Still, we recognize that the digital media space creates new and increased opportunities for abuse and the sharing of false information. For these reasons, our Community Standards are based on the following values:

Authenticity

Western wants to make sure the content people see in the digital media space is authentic and accurate. Western will not allow people, groups, or companies to engage in the digital media space to misrepresent our organization, staff, or information.

Privacy

Western is committed to protecting personal privacy and information. Therefore, Western will never ask a customer to share personally identifiable information (PII) in the digital media space. We ask that those engaging with Western's official digital media platforms, social profiles, and shared content NOT provide PII to garner customer service support. All account-related requests should be directed to Western's Customer Service team at 951.571.7104 or via email to billing@wmwd.com. In addition, the conducting of Western business electronically shall be conducted through Western's website. No communications made with Western through digital media platforms shall be deemed to constitute public comment or legal notice to Western.

Safety and Respect

Western is committed to fostering a safe environment. Expression that threatens people or organizations, or purposely supports the sharing of false information, has the potential to risk the safety of, intimidate, exclude, or silence others and will not be tolerated on Western's official digital media platforms, social profiles, and shared content.

The consequences for violating Western's Community Standards vary depending on the severity of the violation and the person's history of interactions with Western's official digital media platforms, social profiles, and shared content. For instance, we may warn someone for a first

Subject: Digital Media Guidelines
Department: Strategic Communications
Effective Date: December 1, 2020
Revised Date: Social Media Policy (PRO-024-A)
Page: Page 11 of 15

violation, but if they continue to violate our policies, we may restrict their ability to engage with Western's official digital media platforms, social profiles, and shared content. We may also notify the platforms on which the violations occurred or elevate the issue to law enforcement when we believe there is a genuine risk of physical harm or a direct threat to our staff or public safety.

Any content that is removed will be retained and disposed of under the applicable provisions of Western's records retention policy. Western reserves the right to deny access to a digital media platform to any individual who violates Western policies at any time, and without prior notice. Any removal of a post or comment or denial of access or "blocking" shall not be based on the viewpoint of the individual or entity who made the comment or post. Western reserves the right to implement or remove any functionality of its platforms, when deemed appropriate. This includes, but is not limited to, information, articles, pictures, videos, or any other form of communication that is posted on a Western platform. Notwithstanding the foregoing, Western's removal of any third party's post on a Western platform shall not be based on the individual's or entity's viewpoint.

Please note that the English version of the Community Standards reflects the most up to date document and should be used as the master document.

Integrity and Authenticity

Western wants to make sure the content people see in the digital media space is authentic and accurate. Authorized and fact-based content will always originate from Western's official digital media platforms and social profiles. If individuals or groups come across content not originating from Western's official digital media platforms and social profiles, we encourage you to report the content so we may fact-check and provide a response, if necessary.

In line with our commitment to integrity and authenticity, we will not allow people to misrepresent themselves or Western or engage in behaviors designed to enable other violations under our Community Standards. These Community Standards are intended to foster a safe environment where people can trust the information they receive and the staff and community members they interact with.

Media manipulation is evolving. Image, audio, or video can be edited in a variety of ways. In many cases, these changes are benign, like a filter effect on a photo. In other cases, the manipulation is not easily identifiable and may be intended to mislead. Western will remove what is deemed to be manipulated media.

Subject: Digital Media Guidelines
Department: Strategic Communications
Effective Date: December 1, 2020
Revised Date: Social Media Policy (PRO-024-A)
Page: Page 12 of 15

Objectionable content

Cruel and insensitive

Western believes that some people choose to engage with platforms, profiles, and content where they do not feel targeted based on their vulnerabilities. We have no tolerance for cruel and insensitive content, which is defined as content that targets victims of serious physical or emotional harm. This extends beyond those interacting with Western's official digital media platforms, social profiles, and shared content to include our staff, representatives, stakeholders, and the public.

Western will remove content that it believes to be cruel and insensitive.

Hate speech

Western does not allow hate speech in response to posts on Western's official digital media platforms, social profiles, and shared content.

Hate speech is defined as a direct attack on people or our organization based on the following protected characteristics — race, ethnicity, national origin, religious affiliation, sexual orientation, caste, age, sex, gender, gender identity, gender expression, medical condition or physical disability. Attack is defined as violent or dehumanizing speech, statements of inferiority, or calls for exclusion or segregation.

Where the intention is unclear, we will remove the content.

Violent and graphic content

Western will remove content that glorifies violence or celebrates suffering or humiliation. Graphic content is not allowed in response to posts on Western's official digital media platforms, social profiles, and shared content.

Safety

Bullying and harassment

Western recognizes that bullying and harassment can have an emotional impact and may affect the morale of an organization. Knowing that bullying and harassment happen in many places and come in many different forms, Western will not tolerate this kind of behavior.

Western will directly or indirectly work to remove severe attacks as well as specific attacks where the organization, its staff, or representatives are directly tagged or referenced. We will remove content that is meant to degrade or shame.

Subject: Digital Media Guidelines
Department: Strategic Communications
Effective Date: December 1, 2020
Revised Date: Social Media Policy (PRO-024-A)
Page: Page 13 of 15

In certain instances, we may require self-reporting by organizational staff and representatives where the content is not posted to Western's official digital media platforms, social profiles, and shared content.

Privacy violations

Privacy and the protection of personal information are fundamentally important values for Western. We work hard to keep accounts secure and safeguard personal data. Personal or confidential information should not be posted to Western's official digital media platforms, social profiles, and shared content.

Reporting

Violations of Western's Community Standards should be reported to commdesk@wmwd.com.

Subject: Digital Media Guidelines
Department: Strategic Communications
Effective Date: December 1, 2020
Revised Date: Social Media Policy (PRO-024-A)
Page: Page 14 of 15

DEFINITIONS

The following terms should be understood as follows for purposes of this policy.

Digital media

Websites, social networking sites, message boards, electronic newsletters, blogs, microblogs, wikis, and other online forums, sites, and services that permit users to share information with others in a contemporaneous manner. "Digital media" in these guidelines excludes products such as billing-related online portals, public record systems like Laserfiche, human resources programs, digital tools used by Western vendors, or systems managed by Western's Information Technology Division.

Digital media spokesperson

A Western employee or representative whose classification is authorized to engage on behalf of the organization using Western's digital media platforms and social profiles.

Employee

A person employed by Western for wages or salary.

Representative

A Western appointed or elected official, contracted consultant, or volunteer.

Social media manager

A Western employee, representative, or consultant authorized to disseminate approved content and engage on behalf of the organization using Western's social profiles.

Unauthorized content

Content developed or disseminated by employees or representatives not in collaboration with or prior approval from the Strategic Communications department.

Webmaster

A Western employee, representative, or consultant authorized to manage content on Western's websites and microsites.

Subject: Digital Media Guidelines
Department: Strategic Communications
Effective Date: December 1, 2020
Revised Date: Social Media Policy (PRO-024-A)
Page: Page 15 of 15

MULTIPLE REVISION DATES:

- Not Applicable