

## Social Media Policy

**Social-Media Platforms** - This document constitutes the Kings River Conservation District Social-Media Policy (the "Policy"). As described below, this Policy applies to the following social-media platforms:

- Facebook: kingsrivercd
- Twitter: @kingsrivercd
- Youtube: Kings River CD
- LinkedIn: Kings River Conservation District

**Purposes** - The Kings River Conservation District Page, Twitter, LinkedIn, and Youtube platforms promote and disseminate information about Kings River Conservation District's initiatives, events, and announcements, and are limited public forums for discussion with and among users about the posted initiatives, events, and announcements.

Kings River Conservation District is interested to hear the opinions of constituents through all of those platforms. Vigorous, constructive conversations are encouraged within comments, messages, retweets, and other user communications ("Comments"). Kings River Conservation District does not discriminate based on viewpoint, but may remove Comments and restrict access to users for violating this Policy. Kings River Conservation District reviews Comments on all of its social-media platforms.

**Comments** - When necessary, the District will work with operators of the third-party social media platforms to block comments from parties that post prohibited content. To facilitate the purposes of the social-media platforms, Comments may be removed if they contain, constitute, or link to:

- Malicious or harmful software;
- Advertisements, promotions, or solicitations of a commercial product or service;
- Confidential, personally identifying, or private information as defined by State law;
- Profanity, nudity, indecency, or obscenity;
- Threats of violence or to public safety;
- Copyrighted materials in violation of State or federal law;
- Disruptively repetitive content;
- For the Facebook Page, Twitter, LinkedIn, and Youtube platforms, remarks that are clearly unrelated to the subject matter of any post ever made on the platform by or on behalf of Kings River Conservation District

**Rules** - The following rules apply to the social-media platforms:

- Any content removed pursuant to this Policy will be retained for one year.
- Users may be temporarily or permanently restricted from accessing the social-media platform if they repeatedly and consistently violate this Policy.
- To contest the restriction of access to a social-media platform, the user must submit to the External Affairs Department at [info@krcd.org](mailto:info@krcd.org) a written statement providing grounds for reinstatement. Requests shall be responded to on a reasonably timely basis, and access shall be restored if it is determined that the grounds for reinstatement are sufficient. A statement that the user will abide by this policy in the future shall be sufficient, except when a user has continued to violate the policy after having made such a statement.
- Users may contact the External Affairs Department at [info@krcd.org](mailto:info@krcd.org) at any time to identify Comments or other conduct in violation of the Policy. Until a Comment in violation of the Policy is removed, users should ignore it or, if responding, do so in compliance with the Policy.
- The External Affairs Department shall notify the public of any changes to this Policy and identify the changes.

**User-generated content** - The Department of External Affairs monitors the social-media platforms, but is not responsible for content generated by users on these platforms. A Comment is the opinion of the commentator only. Publication of a Comment does not necessarily imply endorsement of, or agreement by, the Kings River Conservation District. Comments and content should be understood to be entirely public, and users should not write Comments with any information that they consider, or would like to keep, confidential.