

Williams for Elsinore Valley Water District 2020 SOCIAL MEDIA POLICIES AND PROCEDURES

PURPOSE

Williams for Elsinore Valley Water District 2020 recognizes a need to augment its traditional communication methods with the use of Internet-based social media channels. This need is driven by an increased public demand and the rapid growth of social media use among consumers of all ages as well as by local, state and federal government entities to enhance communications, improve marketing efforts and to demonstrate transparency. Williams for Elsinore Valley Water District 2020 supports the use of social media technology to enhance two-way communication, collaboration and information exchange.

This document establishes Williams for Elsinore Valley Water District 2020's social media use policies, protocols and procedures. It also provides guidance to all Williams for Elsinore Valley Water District 2020 employees and other representatives that work or act on its behalf. Williams for Elsinore Valley Water District 2020 shall revise this policy as necessary and will adjust the use of social media activity by Williams for Elsinore Valley Water District 2020, its staff, and affiliates accordingly.

DEFINITIONS

Social Media and Web 2.0 – The U.S. Government defines social media and Web 2.0 as umbrella terms that define the various activities that integrate technology, social interaction, and content creation. Through social media, individuals or collaborations of individuals can create Web content, organize content, edit or comment on content, combine content, and share content. Social media and Web 2.0 use many technologies and forms, including RSS and other syndicated Web feeds, blogs, wikis, photo-sharing, video-sharing, podcast, social bookmarking, mashups, widgets, virtual worlds, micro-blogs, and more.

Official email account is: phil@reelectphilwilliams.com This E-mail account was created and is maintained by the Marketing and Social Media Department for official Williams for Elsinore Valley Water District 2020 business.

Title of Responsible Individual is Phil Williams,

Approved

https://www.facebook.com/search/top/?q=phil%20williams%20for%20evmwd&epa=SEARCH_BOX

Refers to social networks that the Title of Responsible Individual in coordination with the Social Media Manager and Marketing Department has assessed and approved for use by Williams for Elsinore Valley Water District 2020.

APPLICABILITY

This policy applies to all Williams for Elsinore Valley Water District 2020 employees, affiliates and other approved Williams for Elsinore Valley Water District 2020 business representatives.

RESPONSIBILITY

The Policy Making Board/Owner approved Williams for Elsinore Valley Water District 2020 Social Media Policy on 09/01/2020

The Marketing Committee is responsible for facilitating Williams for Elsinore Valley Water District 2020 Social Media Policy in compliance with established rules and protocols. This includes responsibility to audit social media use and enforce policy compliance.

All employees shall be provided a copy of the Williams for Elsinore Valley Water District 2020 Social Media Policy and are required to acknowledge their understanding and acceptance via wet signature. The Human Resources Department shall maintain a record of each employee's signed Social Media Policy acknowledgement form.

GENERAL POLICY

a. The use of social media technology by any Williams for Elsinore Valley Water District 2020 business affiliate or subsidiary shall be approved by the President/CEO. The affiliate or subsidiary must conform to the policies, protocols and procedures contained, or referenced, herein.

b. Access to social media networks from within Williams for Elsinore Valley Water District 2020 business's IT infrastructure shall be extended to employees exclusively to perform Williams for Elsinore Valley Water District 2020 business.

c. Only official Williams for Elsinore Valley Water District 2020 spokespersons and select individuals, approved by the Phil Williams, will have permission to create, publish or comment on behalf of Williams for Elsinore Valley Water District 2020.

d. Williams for Elsinore Valley Water District 2020 social media sites shall be created with identifiable characteristics of an official Williams for Elsinore Valley Water District 2020 business site and make clear that they are maintained by Williams for Elsinore Valley Water District 2020 and that they comply with Williams for Elsinore Valley Water District 2020's Social Media Policy.

e. Wherever possible, Williams for Elsinore Valley Water District 2020 social media sites should link back to the official Williams for Elsinore Valley Water District 2020 business website to provide additional content and information.

f. The same standards, principles and guidelines that apply to Williams for Elsinore Valley Water District 2020 employees in the performance of their assigned duties apply to employee social media technology use. Social media activities pertaining to employee duties or outside of employee work time, that negatively affect Williams for

Elsinore Valley Water District 2020's work or the work of other employees, including but not limited to undermining its mission, purpose, or credibility with the public, will be subject to investigation, and appropriate action, as determined by Williams for Elsinore Valley Water District 2020.

g. Williams for Elsinore Valley Water District 2020 social media sites and all related content shall be monitored by the Marketing Department, Social Media Manager and the IT Department.

h. Williams for Elsinore Valley Water District 2020 reserves the right to restrict or remove content that is deemed in violation of this Social Media Policy or any applicable law. Any content removed based on this Social Media Policy shall be retained by the Social Media Manager for a reasonable period of time, and include the time, date and identity of the author or individual who posted the content, when available.

i. The Social Media Policy shall be displayed to users or made available by hyperlink.

j. Williams for Elsinore Valley Water District 2020's website <https://reelectphilwilliams.com/> will remain Williams for Elsinore Valley Water District 2020's primary and predominant Internet presence.

k. All Williams for Elsinore Valley Water District 2020 social media sites shall adhere to applicable federal, state, and local laws, regulations and policies.

l. Williams for Elsinore Valley Water District 2020 social media sites are subject to review by its officers or principles. Any content maintained in a social media format that is related to Williams for Elsinore Valley Water District 2020 business, including a list of subscribers, posted communication, and communication submitted for posting, may be reviewed.

m. Comments on topics or issues not within the jurisdictional purview of Williams for Elsinore Valley Water District 2020 may be removed.

n. Employees representing Williams for Elsinore Valley Water District 2020 via Williams for Elsinore Valley Water District 2020 social media sites must conduct themselves at all times as a representative of Williams for Elsinore Valley Water District 2020 and in accordance with all Williams for Elsinore Valley Water District 2020 policies.

APPROVED SOCIAL MEDIA NETWORKS

Only those social media networks approved by the Phil Williams shall be used for Williams for Elsinore Valley Water District 2020 communications.

a. Social media networks under consideration will be reviewed and approved by the Phil Williams, or his/her designee, in consultation with the Social Media Manager, Marketing Department and IT Department, as well as legal counsel and the Human Resources Department when appropriate.

b. The Social Media Manager, in consultation with the IT manager, is responsible for maintaining the list of approved social media networks and site related usage standards.

c. On a semi-annual basis, the Social Media Manager shall review existing social media networks for changes to terms of use agreements and/or new/expired offerings.

d. A subsidiary or affiliate may request that the Social Media Manager Department review and approve additional social media networks.

OFFICIAL Williams for Elsinore Valley Water District 2020 SOCIAL MEDIA SITES

Williams for Elsinore Valley Water District 2020 social media sites shall be created and maintained in accordance with Williams for Elsinore Valley Water District 2020's Social Media Policy and identifiable as an official Williams for Elsinore Valley Water District 2020 site.

a. Williams for Elsinore Valley Water District 2020 social media network accounts shall be created under an official Williams for Elsinore Valley Water District 2020 e-mail account. Account password(s) and related account information shall be provided in writing and retained by the Social Media Manager and IT Departments.

b. Social media sites shall contain visible elements that identify them as an official Williams for Elsinore Valley Water District 2020 site. These elements include but are not limited to displaying the Williams for Elsinore Valley Water District 2020 logo, contact information, and a link to the Williams for Elsinore Valley Water District 2020 website, whenever possible.

c. Williams for Elsinore Valley Water District 2020 social media sites shall display or link to the Williams for Elsinore Valley Water District 2020 Social Media Policy.

SITE CONTENT AND COMMENT POLICY

a. As a leader within the business community, Phil Williams must abide by certain standards to serve all of its stakeholders in a civil and unbiased manner.

b. The intended purpose behind establishing Williams for Elsinore Valley Water District 2020 social media sites is to disseminate Williams for Elsinore Valley Water District 2020 information to the public, provide a platform for dialogue and expand the Williams for Elsinore Valley Water District 2020 brand.

c. Sites that allow public comment shall inform visitors of the intended purpose of the site and that inappropriate posts are subject to removal, including but not limited to the following types of postings, regardless of format (text, video, images, links, documents, etc.):

i. Comments not topically related;

ii. Profane language or content;

- iii. Content that, for a reasonable person, promotes, fosters or perpetuates discrimination or a hostile attitude or gives offense on the basis of race, color, citizenship, age, religion, ancestry, gender, marital status, national origin, veteran's status, physical or mental disability or sexual orientation;
- iv. Sexual content or links to sexual content;
- v. Solicitations of commerce;
- vi. Conduct or encouragement of illegal activity;
- vii. Information that may tend to compromise the safety or security of the public or public systems;
- viii. Content that violates a legal ownership interest of any other party; or
- ix. Messages or information which are in conflict with applicable law or Williams for Elsinore Valley Water District 2020 policies, rules or procedures.

d. A comment posted by a member of the public on any Williams for Elsinore Valley Water District 2020 social media site is the opinion of the commentator or poster only. Williams for Elsinore Valley Water District 2020's publication of such a comment does not imply its endorsement of, or agreement with, nor do such comments necessarily reflect Williams for Elsinore Valley Water District 2020's opinions or policies.

e. Williams for Elsinore Valley Water District 2020 reserves the right to deny access to Williams for Elsinore Valley Water District 2020 social media sites to any individual who violates Williams for Elsinore Valley Water District 2020's Social Media Policy, at any time and without prior notice.

f. Affiliates shall monitor their social media sites for comments requesting responses from Williams for Elsinore Valley Water District 2020 and for comments in violation of this policy.

g. When a Williams for Elsinore Valley Water District 2020 employee responds to a comment, in his/her capacity as a Williams for Elsinore Valley Water District 2020 employee, the employee's name and title must be made available, and the employees shall not share personal information about themselves or other Williams for Elsinore Valley Water District 2020 employees.

RECORDS MANAGEMENT

Williams for Elsinore Valley Water District 2020 use of social media shall be documented and maintained in an easily accessible format that tracks account information and preserves items

a. Affiliates are responsible for the creation, administration and deactivation of social media accounts, in coordination with the Social Media Manager.

- i. Account password information shall only be shared with authorized staff designated by the Social Media Manager, or her/his designee, to fulfill the role of site account administrator.
 - ii. An account password shall promptly be reset when an employee is removed as an account administrator.
- b. Departments shall maintain a record of social media sites created for Williams for Elsinore Valley Water District 2020 use, which include, but may not be limited to:
 - i. A log file containing the name of the social media network, account id, password, registered e-mail address, date established, authorizing representative and name of person who created account and agreed to the site's terms of use agreement and/or policy.
 - ii. A record of the site's usage agreement at the time the site was created and any updated versions.
 - iii. A list of authorized site content authors and editors.
- c. Electronic information posted to a social media site by Williams for Elsinore Valley Water District 2020.
 - i. The Social Media Manager shall be responsible for responding completely and accurately to comments and posting as prescribed in the social media response protocols.
 - ii. Site content shall be maintained in accordance with its respective records retention schedule and in accordance with Williams for Elsinore Valley Water District 2020 policies and procedures.

BLOG AND SOCIAL MEDIA RESPONSE PROTOCOLS

INTRODUCTION

Every day, people discuss, debate and embrace the merits of companies and Williams for Elsinore Valley Water District 2020's in thousands of online conversations. We recognize the importance of engaging in on-line conversations and are committed to ensuring we participate in online social media the right and ethical way.

As a result, Williams for Elsinore Valley Water District 2020, has developed the following blog and social media response protocols to empower our management and employees to participate in this global conversation while representing Williams for Elsinore Valley Water District 2020 in a positive and optimistic manner.

Here are five tactics that Williams for Elsinore Valley Water District 2020 requires to help shape your responses.

- **Empathize.** Show you care.
- **Be transparent.** Let the commenter know what your quality standards are.

- **Take it direct.** Move it out of the public domain and direct to the individual.
- **Be in the moment.** Give clear timeframes and show you appreciate the urgency.
- **Exceed expectations.** Give the individual options and show you are there to help.

In addition to customers, stakeholders, potential employees and others within the Williams for Elsinore Valley Water District 2020 Family, there are also a number of other types of individuals participating in the online social conversations. Here are a few types of individuals you need to be aware of and respond appropriately:

- **Trolls.** Trolls lurk on the Internet to cause trouble. Typically, trolls have a website, blog or other web presence devotedly entirely to bashing others. Approach trolls with caution. Trolls live to provoke a reaction- they are often abusive and repetitive. In most cases, following the response protocols appropriately will determine if and when you should eliminate them from your online community. This is important for the benefit of other users and their experiences.
- **Inflamed or also known as Ragers.** Ragers are individuals that post with rage, a rant, or are satirical in nature. Like trolls, approach with caution and monitor closely.
- **Misguided.** These individuals are sometimes considered Mavens or experts on a variety of topics within their communities. Their intentions are usually good but their information is erroneous or provides only part of the story. Setting the record straight, referencing third party expertise and monitoring the community's response are appropriate for these individuals.

Unhappy. These individuals have had a negative experience with the Williams for Elsinore Valley Water District 2020. Their complaints may or may not be justified. Ideally, respond in a positive manner, redirecting the conversation to another location (email, phone call follow up, etc...)

RESPONSE CONSIDERATIONS

When responding to any comment on a blog, website or social media site, the following considerations need to be followed:

- **Transparency:** Disclose your connection to Williams for Elsinore Valley Water District 2020 and your role in the Williams for Elsinore Valley Water District 2020 organization.
- **Sourcing:** Re-enforce your response by citing third party sources including websites, articles, trade journals and white papers.
- **Timeline:** Do not rush, but do not delay! Take the time to craft a relevant and appropriate response.

- **Tone:** Respond in a tone and manner that positively reflects on Williams for Elsinore Valley Water District 2020, our mission, our family, our employees and our customers
- **Influence:** Focus on responding to the active and relevant approved social media sites.

Follow all Williams for Elsinore Valley Water District 2020 policies, including the Williams for Elsinore Valley Water District 2020 Social Media Policy. As a representative of Williams for Elsinore Valley Water District 2020, act with honesty and integrity in all matters. This is true for all forms of media including blogs, digital, social and traditional.

Be mindful that you are representing Williams for Elsinore Valley Water District 2020. As a Williams for Elsinore Valley Water District 2020 representative, it is important that your posts convey the leadership and spirit of Williams for Elsinore Valley Water District 2020. Be respectful of all individuals, races, religions and cultures. Be mindful of how you conduct yourself when you respond online. Remember that it is not only a reflection on you but also on Williams for Elsinore Valley Water District 2020.

Fully disclose your affiliation with Williams for Elsinore Valley Water District 2020. Exercise sound judgement and common sense. When in doubt, do not post. Employees are personally responsible for their words and actions. You must ensure that your posts and responses are accurate, that they are not misleading and that **they do not reveal any non-public information of** Williams for Elsinore Valley Water District 2020.

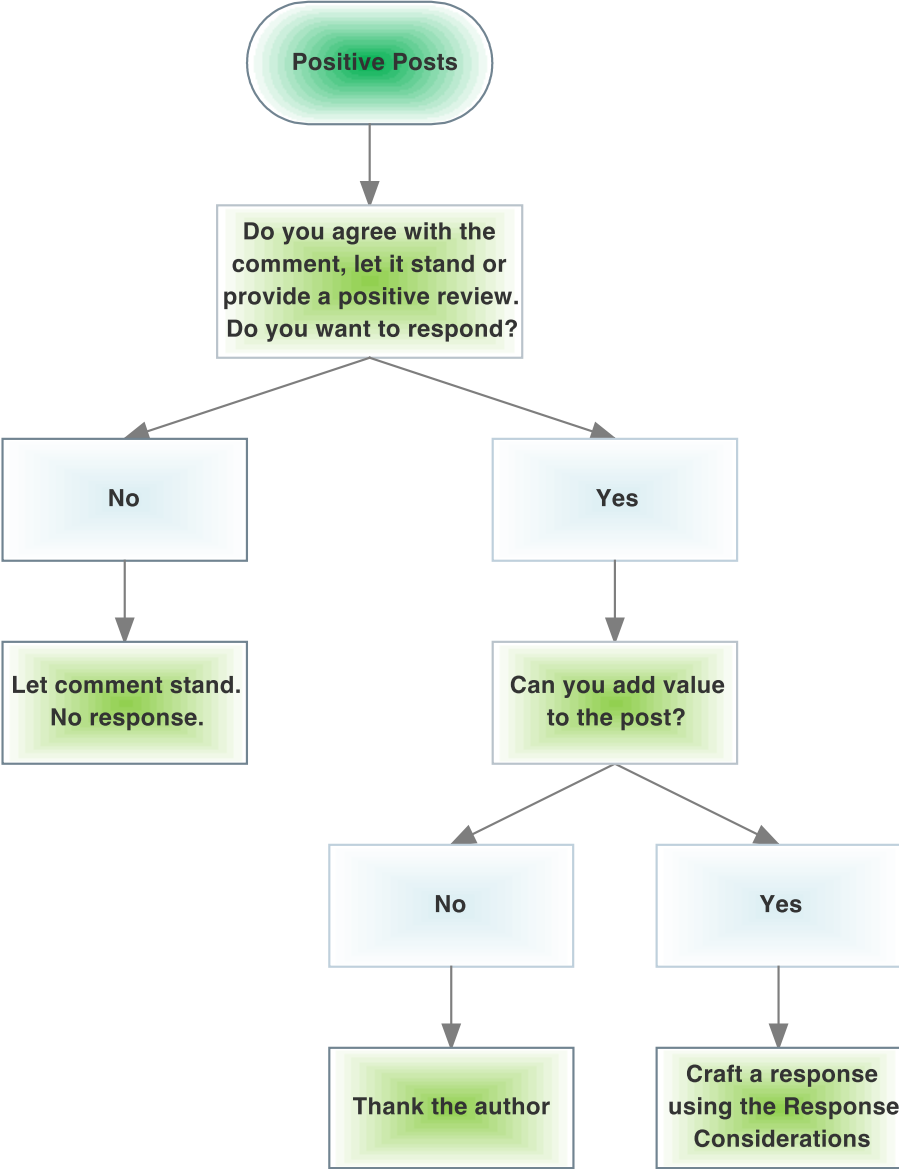
If you are using another entity's content, make sure to give them credit for it and obtain any and all necessary approvals before posting. Remember that the internet is permanent. Once information is published online, it is essentially part of a permanent record. Removing it or deleting it later will not always work.

All Williams for Elsinore Valley Water District 2020 social media sites should be actively monitored for comments. Monitoring includes reviewing comments/posts and making a determination of action; respond or not.

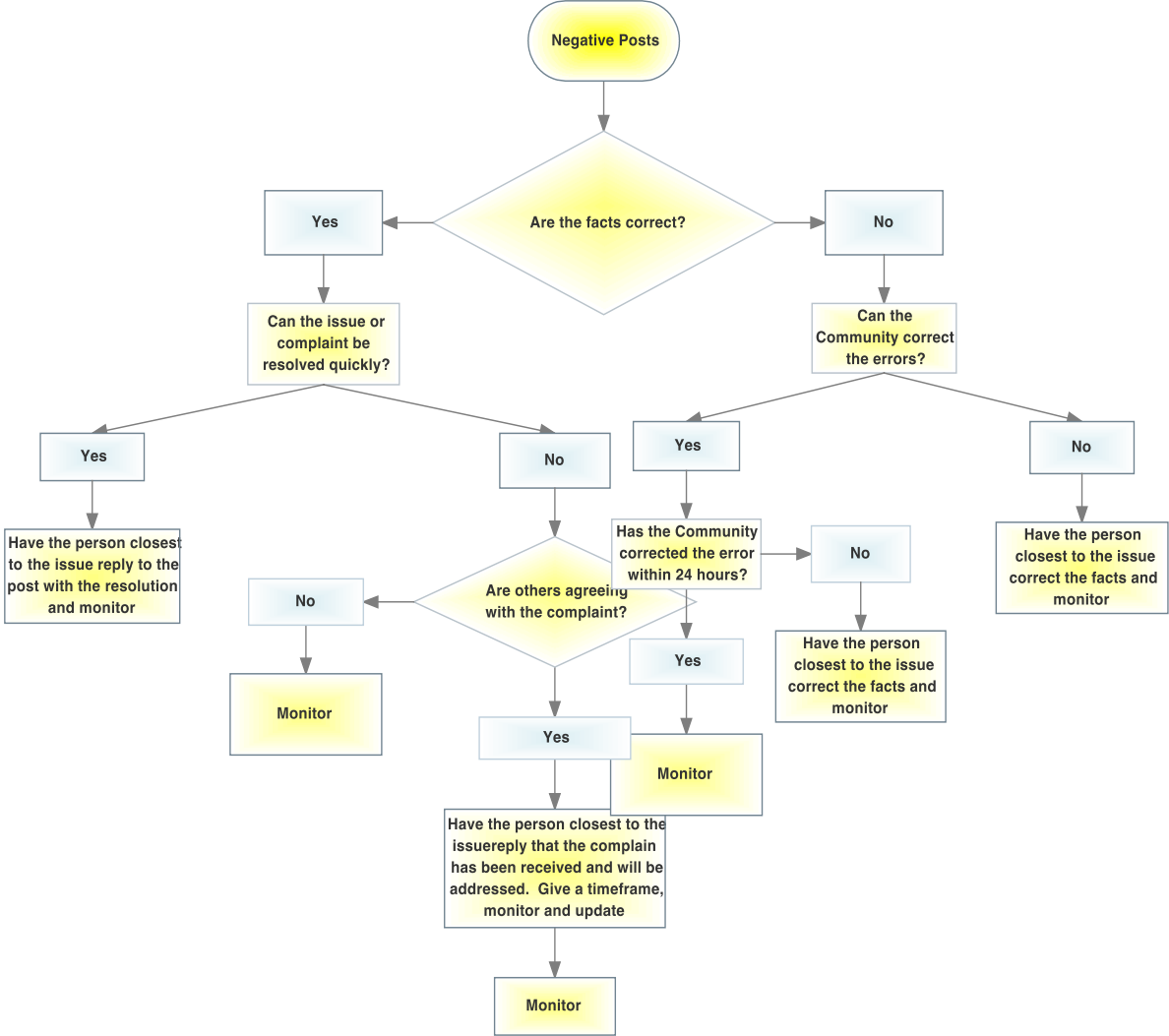
For positive postings and comments, the following response protocol should be followed:

POSITIVE POST RESPONSE PROTOCOL

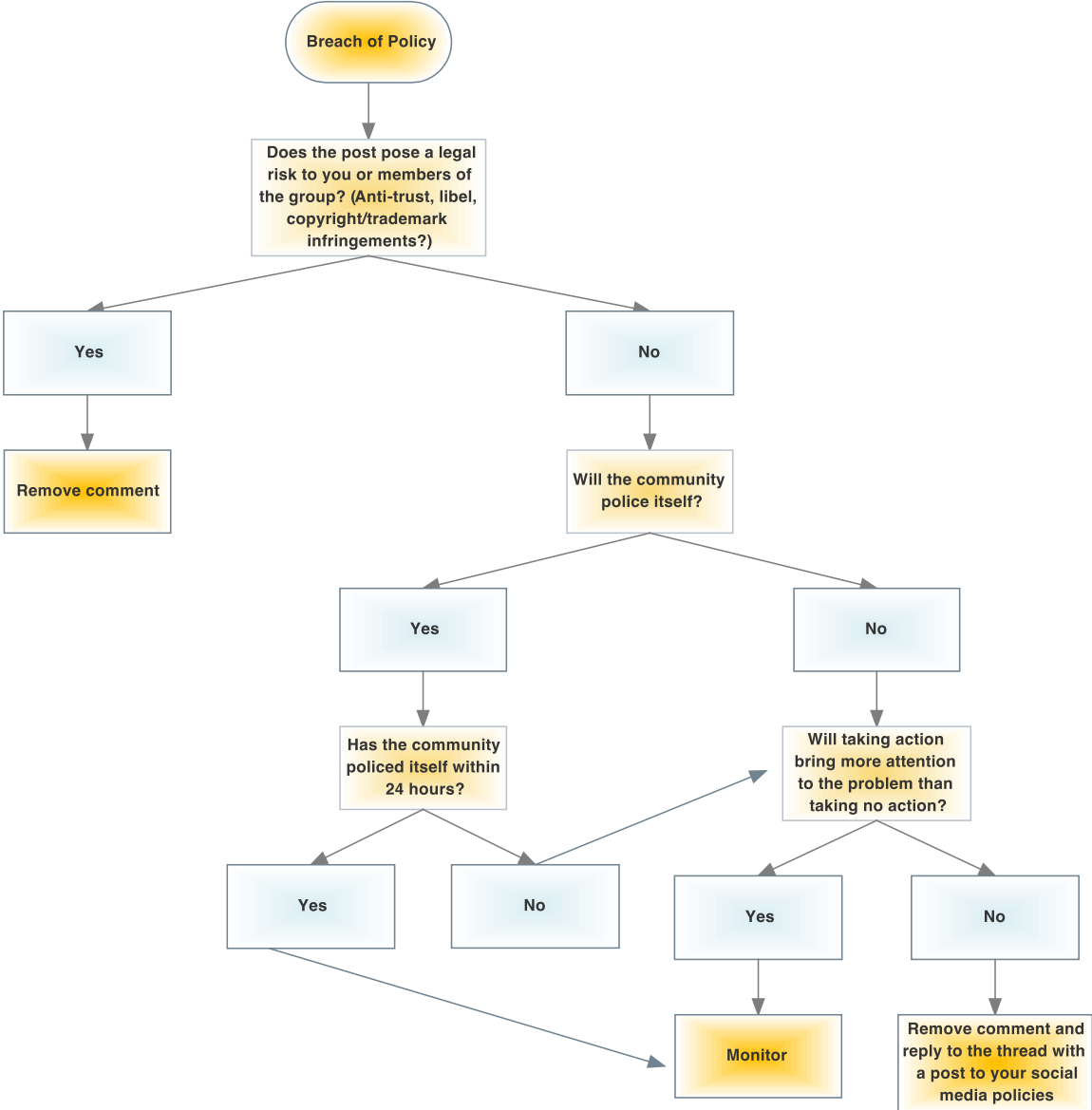
For positive postings and comments, the following response protocol should be followed:



NEGATIVE POST RESPONSE PROTOCOL



BREACH OF _____ POLICY RESPONSE PROTOCOL:



For situations that are questionable or need further review, notify the Social Media Manager immediately and continue to monitor the activity.