



# MARINA COAST WATER DISTRICT

11 RESERVATION ROAD, MARINA, CA 93933-2099

Home Page: [www.mcwd.org](http://www.mcwd.org)

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## Board of Directors

### Community Outreach and Personnel Committee Meeting

Marina Coast Water District  
920 2<sup>nd</sup> Avenue, Suite A, Marina, CA  
and via Zoom Teleconference

December 5, 2023 at 7:30 p.m.

#### DIRECTORS

JAN SHRINER  
*President*

HERBERT CORTEZ  
*Vice President*

BRAD IMAMURA  
THOMAS P. MOORE  
GAIL MORTON

MCWD Committee members and staff will be attending the meeting in person. While the meeting is open to the public, the public may also attend via Zoom at the link provided below.

#### Committee Members

Brad Imamura

Thomas P. Moore

Herbert Cortez - Alternate

#### **Agenda**

*This meeting has been noticed according to the Brown Act rules. The Committee will receive information on, discuss and consider making recommendations to the MCWD Board on the items contained in this agenda. Disruptive behavior may result in removal of the individual responsible.*

1. Call to Order/Roll Call
2. Public Comment on any item Not on the Agenda *Anyone wishing to address the Committee on matters not appearing on the Agenda may do so at this time. Please limit your comment to four minutes. The public may comment on any other item(s) listed on the Agenda at the time the item(s) is considered by the Committee. Disruptive behavior may result in removal of the individual responsible.*
3. Approve the Draft Minutes for the November 7, 2023 Meeting
4. Receive Update on District Communications and Discuss Outreach Plan
5. Social Media Policy Update
6. Identify Agenda Items for Future Committee Meetings
  - Rate Outreach Schedule
7. Committee Member Comments
8. Adjournment

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Zoom access information:

<https://us02web.zoom.us/j/88370825838?pwd=YWM2dzNJMHJmUFp6bmVmY1BXTGh5QT09>

To join via phone: 1-669-900-9128

Webinar ID: 883 7082 5838

Passcode: 509315



# Marina Coast Water District

## Draft Minutes Community Outreach and Personnel Committee Meeting

November 7, 2023

### 1. Call to Order:

The November 7, 2023 Community Outreach Committee meeting was called to order at 7:40 p.m. by Director Moore. In attendance were:

- Committee members: Director Moore and Director Imamura
- Staff: Remleh Scherzinger and Paula Riso
- Public members: Martin Rauch

### 2. Public Comments on Any Item Not on the Agenda:

There were no public comments made.

### 3. Approve the Draft Minutes of the October 3, 2023 Meeting:

Director Imamura made a motion to approve the minutes of October 3, 2023. Director Moore seconded the motion. The minutes were approved by a vote of 2-Ayes (Imamura, Moore), 0-Noes, and 0-Absent.

### 4. Receive an Update on District Communications and Discuss Outreach Plan:

Mr. Rauch, Rauch Communications, who gave a quick review of the October outreach efforts, metrics, and upcoming outreach items.

### 5. Draft Homeowners Association Presentation:

Mr. Rauch reviewed the draft presentation for the District spokespersons to use when reaching out to the local Homeowners Associations. The Committee members made several recommendations and comments. A hard copy will be provided to the Committee members to make additional edits and return them to staff.

### 6. Student Intern Update:

Mr. Scherzinger noted that the District currently has three interns, one in conservation, one in operations and maintenance, and one in engineering. He added that the District is also looking for an intern for IT. Director Moore suggested talking to North Eastern University as they offer a Co-Op intern program that might be beneficial to the District.

### 7. Identify Agenda Items for the Next Committee Meeting:

Mr. Scherzinger said the Social Media Policy will be discussed. Director Moore asked for an update on the conversation with North Eastern.

Community Outreach and Personnel Committee

November 7, 2023

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8. Committee Member Comments:

Director Imamura commented on how quickly the last year has gone by and how he appreciates having a good Board to work with and how they support each other. Director Moore thanked staff for their hard work.

9. Adjournment:

Meeting adjourned at 8:45 p.m.

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# MARINA COAST WATER DISTRICT

## POLICY MANUAL

**POLICY TITLE:** Social Media Policy

**POLICY NUMBER:** 8010

**8000.1** Purpose. The purpose of this policy is to establish the District's position on the use and management of District authorized Social media and Personal Social Media, as well as providing guidelines on its management, administration, and oversight. This Policy provides guidance of a precautionary nature as well as stating specific restrictions and prohibitions on the use of Social Media by District personnel and Elected Officials.

**8000.2** General. In the rapidly expanding world of electronic communication, Social Media can mean many things. In general, Social Media encompasses the various activities that integrate technology, social interaction, and content creation. Through Social Media, individuals can create Web content, can organize, edit or comment on content, as well as combine and share content on their own web site or on someone else's. Social Media uses many technologies and forms, including Web feeds, blogs, wikis, photography and video sharing, web logs, journals, diaries, chat rooms, bulletin boards, affinity web sites, podcasts, social networking, fan sites, mashups, and virtual worlds.

The Policy is not intended to address one particular form of Social Media, but rather, Social Media in general and in general terms, as technology will outpace the District's ability to discover emerging technology and create policies governing their specific uses.

**8000.3** Use of Social Media for Official District Purposes. The same principles and guidelines found in the District policies apply to employee activities online. Before creating online content, keep in mind that if your conduct adversely affects your job performance, the performance of co-workers or otherwise adversely affects members of the public served by the District, people who work on behalf of the District, or the District's legitimate business interests, the District may take disciplinary action against you, up to and including termination.

To the extent that your Social Media impacts District personnel, the community, and/or rate payers follow District policies and regulations, including but not limited to those that protect individual privacy rights, anti-discrimination and harassment policies, anti-workplace violence and other relevant policies. Employees using District-provided internet resources shall do so only in support of official District business

Any users of the District's Social Media channels must comply with applicable federal, state and local laws. This includes adherence to established laws and policies regarding copyright, records retention, California Public Records Act, e-discovery law, First Amendment, privacy laws, and information security and therefore must be able to be managed, stored, and retrieved to comply with these laws.

The District has an overriding interest in protecting the integrity of information posted on Social Media platforms or websites that are attributed to the District and to its officials. One of the purposes of this Policy is to establish guidelines, standards and instructions for the use of Social Media sites by the District.

Messages and content posted on a District Social Media site may constitute speech on behalf of the District, but such speech takes place on a non-District venue. Therefore, the District Board of Directors finds and intends that speech posted on a Social Media site venue by District representatives and comments by the public posted on a social media site venue in response, do not create a public forum or limited public forum on any portion of the District's websites, equipment or other District property.

**8000.3.1** Public Comment Policy. Employees or elected officials using Social Media for official District purposes are prohibited from posting:

- a. Information about actual or potential claims and litigation involving the District,
- b. The intellectual property of others without written permission,
- c. Photographs of employees or members of the public without written permission,
- d. Defamatory material,
- e. Any personal, sensitive, or confidential information about anyone,
- f. Obscene, pornographic, or other offensive/illegal material or links,
- g. Racist, sexist, and other disparaging language about a group of people,
- h. Political campaign materials or comments,
- i. Threatening, harassing, hateful, or mean-spirited comments,
- j. Information that is not public in nature,
- k. Information or comments that are potentially libelous,
- l. Personal Attacks, insults, threatening language,
- m. Commercial promotions or spam,
- n. Off-topic or link to material that is off topic, or
- o. Embed imagers and external sources.

All District social networking sites shall clearly provide notice of the following:

- a. The types of postings that are violation of the District's Social Media Policy (as listed above). The District reserves the right to remove postings that violate its Social Media policy.
- b. The District only monitors postings during regular business hours and thus information conveyed after hours will not be received and responded to (if applicable) until the next business day.
- c. Postings are subject to disclosure as public records.

The following are guidelines for employee or elected officials in responding to comments when using Social Media for official District purposes:

- a. Be honest/transparent.
- b. Post only within one's area of expertise.

- c. Post only useful information.
- d. Keep it professional – avoid confrontation.
- e. Be accurate.
- f. Correct errors, and if modifying an earlier post, identify the change.
- g. Be responsive to citizen concerns.

**8000.3.4** Roles/Responsibilities.

Human Resources will maintain a list of approved social media pages that have been approved by the General Manager and will have authority to edit or remove inappropriate comments or content from the District’s social media pages.

The District’s Public Relations Consultant will monitor the content of the social media pages and the District’s Human Resources Manager will monitor and respond to comments.

**8000.3.5** Public Records and Retention. All social media postings will be in compliance with the District’s existing public records and retention policy. To facilitate compliance, the following apply:

- a. Post all original content to the District’s website and use the social media site as a secondary outlet.
- b. Link back to the official District Website for additional information.
- c. Employees who post public records to a social media site will ensure that the original document is retained in a manner that complies with public record policy.

**8000.4** Personal Use of Social Media. District personnel and Elected Officials are free to express themselves as private citizens on Social Media sites to the degree that the speech does not impair or impede the performance of District duties, impair discipline and harmony among co-workers. A public official’s personal social media site may transform into a limited public forum when acting on official public business. Use caution when posting about public business on your personal page. Use good and ethical judgement.

While Social Media offers great opportunities for District employees and Elected Officials to communicate and collaborate, both internally and externally, it also brings equally great responsibilities. Social Media blurs the lines between personal and professional as no other technology has before. By virtue of identifying yourself as a District employee or Elected Official within a social network, you are now connected to your colleagues, managers, and community members. Your online postings should always represent your personal point of view and not that of Marina Coast Water District. When posting your point of view, you should neither claim nor imply you are speaking on the District’s behalf. Please be clear to indicate that the views expressed on your posts are your own and do not necessarily reflect the views of the District. Include a disclaimer such as “The postings on this site are my own and do not necessarily reflect the views of the District”. Do not create a link from your blog, website or other Social Media/Networking site to a District website without identifying yourself as an employee or an Elected Official.

**8000.4.1** Responsibility to Clarify. If an employee or Elected Official provides their own opinion on a Social Media platform, and such opinion is questioned by the media or public as being connected with the District, then the person who wrote their opinion should respond and should clarify their opinion is not associated with the District.

**8000.4.2** Personal Use of Social Media by Elected Officials. Elected Officials should follow the guidelines of the ethics code training (i.e. Fair Political Practice Commission), when using social media. Informal communication with constituents is generally acceptable, but discussion of public business is risky, especially if it involves other Elected Officials. Elected Official use of social media to discuss public business may violate the open meetings law or may violate the law against using government resources for political purposes. To address these risks, the following policies apply:

- a. It is prohibited that Elected Official use any social media (personal, professional or the District's official social media) to discuss public business before the Board that should otherwise be discussed in a properly agendized public Board meeting.
- b. A social media site used by an Elected Official to communicate with constituents must include a link back to the District's official website for detailed information.
- c. Elected Officials who use social media for campaigning must establish separate social media for that purpose and not access that social media through the District's technology. District officials or employees on a non-District site must include a disclaimer, only when mentioning District business, (i.e. "The postings on this site are my own and do not necessarily reflect the views of the Marina Coast Water District. This is not an official Marina Coast Water District social media site").