



GUIDELINES

The District's presence on social media is an extension of the District's communications and outreach efforts and is overseen by the Public Relations Committee. Social media includes any internet-based networking site, including, but not limited to, blogs, Facebook, Twitter, YouTube, LinkedIn, Instagram, and NextDoor.

The main purposes for SMVCD to have a presence on social media:

- 1) To disseminate time-sensitive information as quickly as possible, such as in the event of an emergency;
- 2) To increase the District's ability to broadcast its message to the widest possible audience. These messages cover some or all the following topics:
 - News and updates on SMVCD and events
 - News and updates on issues related to mosquitoes, vectors, and vector-borne diseases
 - Invitations to provide feedback on specific issues related to SMVCD
 - Occasional live coverage of events

Social media is, by nature, interactive. It is inherently less controllable than traditional media and should be undertaken with full awareness that not all comments and conversations will show the District in a positive light. In addition, by creating a presence on social media, the District is potentially creating a community of users who can talk to each other about the District. However, it is an important opportunity to engage the community in a dynamic conversation, quickly convey information, and to address any comments about District programs and services through conversations that are taking place on social media. It affords two-way communication opportunities that are difficult to create through more traditional communication mediums.

AVAILABILITY

SMVCD will make every effort to update and monitor our social media accounts during regular business hours. Third-party social media platforms such as Facebook, Twitter, and YouTube, may occasionally be unavailable and the District accepts no responsibility for their lack of service.

TRANSPARENCY

SMVCD is committed to using social media to enhance transparency and open communications with the general public. In doing such, the District will work with operators of the third-party social media platforms to only remove comments from parties that post the prohibited content listed below.

- Comments that concern matters outside SMVCD's jurisdiction or are clearly off topic
- Content with violent, obscene, hateful, threatening, or libelous language
- Personal attacks or harassment of any individual or entity

- Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
- Sexual content or links to sexual content
- Solicitations of commerce
- Conduct or encouragement of illegal activity
- Information that may tend to compromise the safety or security of the public or public systems
- Content that contains copyrighted or trademark material
- Content that contributes to misinformation or misuse of information potentially leading to a negative impact to public health

Use of the District's social media is subject to the terms of service of each respective third-party social media platform. Any content that violates a social media platform's terms of use may be subject to removal by that platform.

EMERGENCIES

In cases of an emergency, please call 911 or the SMVCD Customer Service department at 530-365-3768 during regular business hours. ***Please do not rely on any of SMVCD's social media platforms as a means of direct communication during emergency situations.***

SOCIAL MEDIA SITES (as of 3/2019)

Facebook.com/SMVCD

Twitter.com/SMVCD

YouTube.com/ShastaMVCD

NextDoor.com (Shasta Mosquito & Vector Control District)

Instagram (@ShastaMVCD)