



Tulare Local Healthcare District

Policy Name:	External social media accounts Policy
Policy Number:	
Version Number:	001
Approved by Board on:	
Scheduled review date:	

1.0 Purpose

To build communication and trust with the public and encourage participation through comments and feedback.

2.0 Goals

Tulare Local Healthcare District (the “District”) aims to effectively use social media accounts to:

- provide information;
- support community engagement and outreach;
- support marketing and promotional campaigns;
- frame public conversation around the District; and
- assist with recruitment efforts.

Please be aware that when engaging with the District through social media accounts, you agree to the following:

3.0 Moderation of Third Party Content

The District does not endorse, support, sanction, encourage, verify or agree with third party comments, messages, posts, opinions, advertisements, videos, promoted content, external hyperlinks, linked websites (or the information, products or services contained therein), statements, commercial products, processes or services posted on any social media site. The District’s social media sites serve as a limited public forum and all content published is subject to preservation and disclosure in accordance with the California Public Records Act. User-generated posts may be rejected or removed if the content:

- contains obscenity;
- incites or promotes violence or illegal activities;
- contains commercial endorsements, spam or links to malware;
- promotes illegal discrimination;
- contains actual defamation;
- is profane, racist, sexist, threatening or derogatory; or
- uses the copyrighted work of another.

The District does not allow information intended to compromise the safety or security of the public or public systems. You participate at your own risk, taking personal responsibility for your comments, your username and any information provided by you.

4.0 Retention

Any communications sent to or received by the District and its employees via social media may be subject to our retention and disclosure requirements. The District is required to comply with California Public Records Act to ensure government is open and that the public has access to public records and information of which the District is the custodian. These retention requirements apply regardless of the form of the record (e.g. digital text, photos, audio, and video). The District automatically collects and stores all information posted on this social media site. All information posted on this site may be subject to public disclosure under California Public Records Act, even if it has been deleted.

5.0 Emergency Postings

Social media sites are not monitored 24/7. If there is an emergency, contact 911.