



Policy No.	401				
Policy Name	Social Media Policy				
Department	Administration				
Policy Owner Name/Title	General Manager				
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Approval Authority	General Manager				
Policy Directive Required?	Yes, and It is included in this Policy				

Social Media Policy

- I. **PURPOSE:** This Policy sets guidelines for the establishment and use by the District of Social Media as a means of conveying information about the District and its events and activities to the community. The District website (<https://www.clallampud.net/>) will remain the District’s primary and predominant internet presence. The District's online services and sites are *limited public forums* and are moderated by District staff.
 - A. The District has an overriding interest and expectation in deciding what is “spoken” on behalf of the District through use of Social Media.
 - B. For purposes of this Policy, the terms “Social Media” and “Social Media Sites” are understood to be content created by individuals, organizations and/or entities, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of Social Media that may be used by the District include, but are not limited to: Facebook, Instagram, X (formerly known as Twitter), Pinterest, blogs, RSS, YouTube, TikTok, Google, Next-door, and Flickr. For purposes of this Policy, “comments” include written responses, articles, pictures, videos, or any other form of communicative content on Social Media Sites.

- II. **GENERAL POLICY:** The establishment and use by any District department of District Social Media Sites are subject to approval by the District’s Communication Manager. Use of Social Media shall be administered by the Communication Manager and any District-designated Social Media Administrator(s), as described in this Policy. In approving the use of the District Social Media Site, the Communication Manager in coordination with any department necessary, shall establish guidelines for the use of the Site, including but not limited to the following information:

- A. The purpose of the Social Media Site, which may include dissemination of general information about the District or dissemination of information about a specific District work, activity, event, or project.
- B. The District department or individual directly responsible for monitoring of, and creation of content on, the Site.
 - 1. District Social Media Sites should make it clear that they are maintained by the District, and that they follow this Social Media Policy;
 - 2. To the extent possible, the use of Social Media will link back to the District's website for forms, documents, surveys, online services, and other information necessary to conduct business with or utilize the services mentioned in the District's post; and
 - 3. The District's website will remain the District's primary and predominant Internet presence.
 - 4. Public records requests should be made through the following means: Hand-delivered to the District's Main office at 104 Hooker Road in Carlsborg; or mailed to the District at PO Box 1000, Carlsborg, WA 98324; or emailed to Public Records through the link on the District's website. Further information may be found on the District's website.

III. **COMMENT POLICY:** As a public entity, the District must abide by certain standards to serve all its constituents in a civil and unbiased manner.

- A. The intended purpose of establishing a Social Media presence is to disseminate time-sensitive information to residents of the District, as well as for marketing and promotional purposes related to District business.
- B. The following forms of content, which disrupt, disturb or otherwise impede the orderly dissemination of District information, may be prohibited and are subject to removal and/or restriction by the District's Communication Manager or designee:
 - 1. Comments not related to the business of the District, or not relevant to the original topic;
 - 2. Violent, profane, obscene or pornographic content and/or language;
 - 3. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, sexual orientation, gender, gender identity, national origin, or other protected class;

4. Content that threatens or defames any person or organization;
 5. Content that includes personal attacks, harassment, insults or threatening language, or is hateful or intended to incite violence;
 6. Solicitation of commerce, including but not limited to, advertising of any non-government related event, or business or product for sale;
 7. Conduct in violation of any federal, state or local law;
 8. Encouragement of any illegal activity;
 9. Information that may tend to compromise the safety or security of the public or public systems;
 10. Content that violates a legal ownership interest, such as a copyright, of any party;
 11. Content posted using impersonation of someone else; or
 12. Comments in support or opposition to political campaigns or ballot measures.
- C. A comment posted by a member of the public on any District Social Media Site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by the District, nor do such comments necessarily reflect the opinions or policies of the District.
- D. All users of a District Social Media Site are subject to the Site's own privacy policy. The District has no control over a third-party site's privacy policy page unless otherwise stated. The District has no control over content, commercial advertisements or other postings produced by the Social Media Site that appear on the District's Social Media Sites as part of the Site's environment.
- E. The District operates and maintains its Social Media Sites as a public service to provide information about District programs, services, issues, projects, events, and activities. The District assumes no liability for any inaccuracies these Social Media Sites may contain and does not guarantee that the Social Media Sites will be uninterrupted, permanent, or error-free.
- F. The District reserves the right to deny access to District Social Media Sites for any individual who violates the District's Social Media Policy, and at any time and without prior notice.

- G. The District reserves the right to turn off the comment or reply option on District Social Media posts.
- H. All comments posted to any District Facebook or Instagram Sites are bound by Facebook’s Statement of Rights and Responsibilities, located at <http://www.facebook.com/terms.php>, and the District reserves the right to report any violation of Facebook’s Statement of Rights and Responsibilities to Facebook with the intent of Facebook taking appropriate and reasonably responsive action.
- I. Each type of Social Media maintains a “Terms of Use” agreement. All comments posted to any District Social Media Site are bound by these Terms of Use and the District reserves the right to report any user violation.
- J. All comments posted to any District X (formerly known as Twitter) Sites are bound by X’s Terms of Service, located at <https://twitter.com/en/tos>, and the District reserves the right to report any violation of X’s Terms of Service to X with the intent of X taking appropriate and reasonable responsive action.
- K. All posts and comments are public records subject to public disclosure under the Public Records Act and Office of the Secretary of State Records Management Guidelines and Retention Schedules.
- L. Reporting/Hiding/Deletion of unauthorized or inappropriate comments:
 - 1. A copy of any content hidden based on these guidelines must be retained by the District, including the time, date, and identity of the poster, when available, and a record of that staff name, date, and time the content was edited or hidden. The records should be in a searchable, organized electronic format, and retained in such a manner that can be deleted after meeting the required retention periods.
- M. Banning/Blocking a user from a District Social Media Site:
 - 1. The District reserves the right, at any time and without prior notice, to ban or block any individual who violates this Policy.
- N. Appeal of decision to ban/block:
 - 1. A person who has been banned or blocked has a right to submit an appeal to the District Communication Manager. Submit a written request to the Communication Manager at info@clallampud.net stating the reason or reasons why they wish for the ban/block to be removed. The District will, in most cases, render a written decision on the request within fifteen business days (excluding official District Holidays) and give the basis for the decision. For good cause, the

Communications Manager may extend time for rendering a decision. The decision of the District shall be final.

2. If the ban or block is removed and the person again violates any part of this Policy, the person may be banned or blocked permanently.

IV. **UPDATES AND MAINTENANCE:** A Social Media platform, like any communication resource, must be updated regularly to ensure the information provided is current, accurate, and useful. Social Media Administrators are responsible for maintaining Social Media Sites by viewing and updating them as necessary and appropriate. As a best practice, Social Media Site content should be updated at least once per week.

V. **DEFINITIONS**

- A. **Communication Manager:** the District's designee for administering the District's communication tools including Social Media Sites.
- B. **Social Media:** Online technologies, tools and practices that facilitate social interaction, dialogue, emergency notifications and business. Social Media can take many different forms including text, images, audio, and video. These sites are typically third-party hosted online technologies that facilitate social interaction and dialogue via blogs, message boards, podcasts, wikis, and video logs.
- C. **Social Media Administrator:** A District possessing administrative or posting privileges for any District Social Media Site.
- D. **Social Media Site:** Third-party applications including, but not limited to, Facebook, Instagram, X, Pinterest, blogs, RSS, YouTube, TikTok, Google, Nextdoor, and Flickr, etc.

VI. **POLICY DIRECTIVE**

- A. This Policy supersedes all previous policies, guidelines, and memos, regarding District Social Media.
- B. This Policy is adopted by PUD No. 1 of Clallam County on August 11, 2025. The General Manager retains the right to modify, repeal or make exceptions to the Policy at his/her discretion.