

RESOLUTION NO. 26R-12

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE BIGHORN DESERT VIEW WATER AGENCY ADOPTING A SOCIAL MEDIA POLICY

WHEREAS, the Agency provides public information regarding its operations, water service, water quality, conservation, emergency conditions, public meetings, employment opportunities, and Board activities;

WHEREAS, the Agency must communicate in a manner that supports transparency while complying with the Ralph M. Brown Act, the California Public Records Act, applicable records-retention requirements, privacy rules, employment laws, and other legal obligations that apply to California public agencies;

WHEREAS, the Board supports a conservative, one-way communication approach to reduce legal, operational, and reputational risk; preserve consistency in public messaging; and avoid social media activity that could be interpreted as public deliberation, customer-service intake, political advocacy, or an official response outside approved Agency channels.

NOW, THEREFORE, BE IT RESOLVED, that the Board adopts the following:

SOCIAL MEDIA POLICY:

SECTION 1 – PURPOSE

- a) Provide clear and accurate information about Agency business, services, meetings, emergencies, water quality, and conservation.
- b) Follow California laws that apply to public agencies, including open meeting, public records, privacy, labor, and public resource rules.
- c) Use social media mainly to share notices and information, not to debate issues, make decisions, receive complaints, or handle customer accounts.
- d) Protect public trust by keeping Agency communications professional, respectful, nonpartisan, and consistent.

SECTION 2 – AUTHORIZED USE

- a) Only the General Manager, or a person approved in writing by the General Manager, may create, access, post to, edit, or manage official Agency social media accounts.
- b) Agency social media may be used only for official Agency business.
- c) Agency social media shall not be used for personal opinions, campaign activity, private business, commercial endorsements, or matters outside the Agency's authority.
- d) Login information shall be kept secure and reviewed when staff roles change or security concerns arise.

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SECTION 3 – COMMUNICATION MODEL

- a) Agency social media should be used as a one-way information tool whenever possible.
- b) Posts should direct the public to official Agency channels, such as the office, website, agenda postings, phone number, or official email.
- c) The Agency shall not use social media to debate issues, resolve disputes, make policy decisions, or provide customer account service.
- d) If a response is needed, it should be brief and direct the person to contact the Agency through an official channel.

SECTION 4 – APPROVED PLATFORMS

- a) Facebook
- b) Instagram
- c) LinkedIn
- d) Nextdoor
- e) X

SECTION 5 – CONTENT STANDARDS

- a) Approved posts may include service updates, outages, water quality notices, conservation information, meeting reminders, construction impacts, office closures, emergency notices, job announcements, and general Agency news.
- b) Posts shall be factual, professional, nonpartisan, and written in plain language.
- c) Posts shall not include confidential customer, personnel, medical, legal, security, closed-session, or other nonpublic information.
- d) Agency social media shall not support or oppose political candidates, ballot measures, private businesses, vendors, contractors, or personal causes unless legally authorized and approved.
- e) Photos, videos, maps, graphics, and documents may be used only when the Agency has the right to use them and they do not share private or unsafe information.
- f) Comply with copyright laws and properly cite sources of information.

SECTION 6 – JOB POSTINGS

- a) Job postings allowed as announcements only
- b) Direct applicants to official application process
- c) No applications or discussions on social media

SECTION 7 – PUBLIC INTERACTION

- a) Comments and interactive features should be turned off when possible.
- b) If comments cannot be turned off, the Agency may choose not to respond except to direct the person to official contact methods.

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- c) The Agency shall not handle account questions, service requests, claims, personnel matters, public records requests, or Board public comment through social media.
- d) If comments are removed or hidden, the Agency shall apply rules fairly and without regard to viewpoint.
- e) The General Manager may consult legal counsel before removing comments, blocking users, or changing public access settings.

SECTION 8 – CUSTOMER SERVICE

- a) Social media shall not be used for service requests, billing questions, water quality complaints, leak reports, shutoff concerns, claims, public records requests, job applications, or urgent customer matters.
- b) Posts should direct customers to the Agency office, phone number, official email, website, after-hours emergency number, or other approved contact methods.
- c) Customers should not post account numbers, addresses, phone numbers, payment information, medical information, or other private information on social media.

SECTION 9 – BROWN ACT

- a) Board members shall not use social media to discuss, debate, build agreement, or take action on Agency business outside a properly noticed public meeting.
- b) Board members should not respond to another Board member's social media post about Agency business, including by liking, sharing, commenting, or using reactions.
- c) Social media posts do not replace agenda posting, public notices, public comment, Board discussion, or official Board action.
- d) Questions about Brown Act risk should be referred to the General Manager and, when needed, legal counsel.

SECTION 10 – PUBLIC RECORDS

- a) Agency social media content about public business may be a public record.
- b) The Agency shall keep social media records as required by law and the Agency's records-retention schedule.
- c) The Agency should not rely only on the social media platform to save records. Screenshots, exports, or archives may be used when appropriate.
- d) Public records requests received through social media should be sent to the Agency's official public records request process.

SECTION 11 – EMPLOYEE CONDUCT

- a) Employees may not speak for the Agency on social media unless authorized by the General Manager or designee.
- b) Employees shall not post confidential, private, privileged, security-sensitive, or nonpublic Agency information.

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SECTION 12 – EMERGENCY USE

- a) Agency social media may be used during emergencies to share urgent notices, service updates, water quality notices, safety information, and directions to official information sources.
- b) Emergency posts should be brief, accurate, and updated as verified information becomes available.
- c) Social media does not replace required legal notices, direct customer notices, emergency coordination, or other required communication steps.

SECTION 13 – IMPLEMENTATION

- a) The General Manager is responsible for carrying out this policy, approving account access, assigning posting duties, and keeping account access secure.
- b) The General Manager may create procedures, response language, posting checklists, records practices, and staff training to support this policy.
- c) The Agency may suspend, deactivate, combine, or discontinue any social media account when needed to protect the Agency or reduce risk.
- d) This policy may be reviewed and updated as laws, technology, platform rules, or Agency needs change.

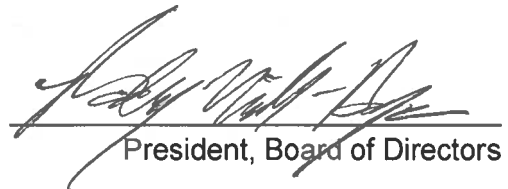
PASSED AND ADOPTED

Adopted by the Board of Directors on August 11, 2026, by the following vote:

AYES: Miller-Boyer, McKenzie, Martinez, Aldridge, Close-Dees

NOES: None

ABSENT: None


President, Board of Directors

Attest:


Secretary of the Board

