



Brunswick Regional Water and Sewer H2GO Social Media Policy and Procedure

Authority: Public Information Officer
Effective: January 1, 2017

1. Purpose

This Social Media Policy ("Policy") establishes guidelines for the establishment and use by Brunswick Regional Water and Sewer H2GO ("H2GO") of social media sites as a means of conveying information to members of the public.

The intended purpose of H2GO's social media sites is to disseminate information from H2GO about H2GO's mission, meetings, activities, current issues and to actively monitor customer issues.

H2GO has an overriding interest and expectation in protecting the integrity of the information posted on its social media sites and the content that is attributed to H2GO and its staff and Board.

2. Definitions

"Social media sites" means content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the internet. Examples of social media include, but are NOT limited to: Facebook, Twitter, Blogs, RSS, YouTube, LinkedIn, and NextDoor.

"H2GO social media sites" means social media sites in which H2GO establishes and maintains, and over which it has control over all postings, except for advertisements or hyperlinks established by the social media site itself. H2GO social media sites should supplement, not replace, H2GO's required notices and standard methods of communication (i.e. inserts in bills and the website.)

"Posts" or "postings" means information, articles, pictures, videos or any other content posted on H2GO's social media site as a means of communication.



3. General Policy

- 3.1 H2GO's official website at www.H2GOonline.com will remain H2GO's primary means of internet communication with its customers.
- 3.2 The establishment of H2GO social media sites is subject to approval by the Executive Director and/or Public Information Officer. Upon approval, H2GO social media sites shall bear the name and/or official logo of H2GO.
- 3.3 Content posted on H2GO's social media sites is subject to oversight and monitoring by H2GO's Executive Director and/or Public Information Officer.
- 3.4 H2GO social media sites shall clearly state that such sites are maintained by H2GO and that the sites comply with H2GO's Social Media Policy.
- 3.5 H2GO social media sites shall link back to H2GO's official website for forms, documents, online services and other relevant information necessary to conduct business with H2GO whenever possible so that the official website may remain the primary means of internet communication.
- 3.6 H2GO reserves the right to terminate any H2GO social media site at any time without notice.
- 3.7 H2GO social media sites shall adhere to the terms and service agreement and existing guidelines outlined by each individual social media site.
- 3.8 All H2GO social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
- 3.9 H2GO social media sites are subject to North Carolina Public Records laws, whereby any content maintained on H2GO's social media sites related to H2GO business may be considered public record and subject to public disclosure.
- 3.10 Never post questionable content or respond to someone else's content in a negative manner or any way that could reflect poorly on yourself or H2GO.
- 3.11 All H2GO social media sites shall utilize authorized H2GO contact information for account set-up, monitoring and access. The use of personal email accounts or phone numbers is not permitted. When setting up accounts, the general H2GO email account shall be utilized.



- 3.12 H2GO social media sites may contain content, including but not limited to, advertisements or hyperlinks over which H2GO has no control. H2GO does not endorse any hyperlink or advertisement placed on H2GO social media sites by the social media site itself.
- 3.13 H2GO reserves the right to change, modify or amend all or part of this policy at any time.

4. Content Guidelines

- 4.1 The content of H2GO's social media sites should only pertain to H2GO-sponsored or endorsed programs, services and events. Content may also include relevant community events or customer-centric posts. Content includes, but is not limited to, information, photographs, videos and hyperlinks.
- 4.2 Content posted to H2GO's social media sites must contain hyperlinks directing users back to H2GO's official website for in-depth information, forms, documents or online services necessary to conduct business with H2GO, whenever possible.
- 4.3 H2GO shall have full permission and rights to any content posted by H2GO, including photographs and videos.
- 4.4 Postings shall be made during normal business hours, unless otherwise designated by the Executive Director and/or Public Information Officer.
- 4.5 Any employee authorized to post content on any of H2GO's social media sites shall review, become familiar with and comply with H2GO's Social Media Policy and the social media site's use policies and terms and conditions.
- 4.6 Any employee authorized to post content on any of H2GO's social media sites shall not express their own personal views or concerns through H2GO social media sites. Postings on H2GO social media sites shall only reflect the views of H2GO.
- 4.7 Postings must contain information that is freely available to the public and not confidential material as defined by H2GO policy or federal, state and local law.



- 4.8 Postings may NOT contain any personal information, except the names of employees whose job duties include being available for contact by the public without the expressed written consent of the individual.
- 4.9 Postings to H2GO social media sites shall NOT contain any of the following:
 - 4.9.1 Comments that are not topically related to the particular posting being commented upon;
 - 4.9.2 Comments in support of or opposition to, political campaigns, candidates or ballot measures;
 - 4.9.3 Profane language or content;
 - 4.9.4 Content that promotes, fosters, or perpetuates discrimination on the basis of race, color, creed, religion, age, gender, marital status or status with regard to public assistance, national origin, physical or mental disability or sexual orientation, as well as any other category protected by federal, state or local laws;
 - 4.9.5 Sexual content or links to sexual content;
 - 4.9.6 Solicitations of commerce;
 - 4.9.7 Conduct or encouragement of illegal activity;
 - 4.9.8 Information that may tend to compromise the safety or security of the public or public systems;
 - 4.9.9 Content that violates a legal ownership interest of any other party; or
 - 4.9.10 Content that is demeaning or libelous of H2GO, its competitors or any other business.
- 4.10 Any content removed based on these guidelines must be retained, including the time, date and identity of the poster, when available.
- 4.11 H2GO reserves the right to implement or remove any functionality of its social media sites, when deemed appropriate by the Executive Director and/or Public Information Officer. This includes, but is not limited to,



information, articles, pictures, videos or any other form of communication that is posted on H2GO's social media site.

- 4.12 Except as expressly provided in this Policy, accessing any social media site shall comply with all applicable H2GO policies pertaining to communications and the use of the internet by employees, including email content.
- 4.13 All of the content on H2GO social media sites is subject to oversight by the Executive Director and/or Public Information Officer.