

Redwood Coast Regional Center  
Board of Directors  
Social Media Policy

RCDSC Policy #16

## 1. Scope

This policy applies to all Redwood Coast Regional Center (RCRC) employees, officers, and board members.

## 2. Purpose

Social media offers new ways to engage with the individuals we serve, our community, and the world at large. Social media can help build stronger, more successful relationships and contribute immensely to advancing RCRC's vision statement if used properly. RCRC's social media participants will also have an obligation to stay abreast of changes to these guidelines as new technologies and social networking services and tools emerge and as RCRC guidelines evolve in response to these changes.

The primary purpose of RCRC's Social Media Policy is to provide outreach and to disseminate information to our clients, families, service providers, business partners, and our community at large, to help build stronger, more successful relationships with our community; and to advance RCRC's vision statement.

## 3. Responsibility

The RCRC Board of Directors shall have the overall responsibility to establish RCRC's guidelines for the use of RCRC's social media services. Annually, the board shall review and update the Social Media Policy, as appropriate.

## 4. Assumptions

- A. Social media is a powerful way to provide outreach and communicate with our clients, families, service providers, business partners, and our community.
- B. Social media provides a cost-effective means to share useful, interesting, important, and meaningful information with RCRC's community.
- C. Social media facilitates active participation and involvement of our community and other interested parties, such as community events, legislative updates, and information dissemination.

- D. While RCRC's official website offers up-to-date information, RCRC's social media will seek to:
- i. Provide immediate information to our users.
  - ii. Redirect users to RCRC's website.
  - iii. Generate essential and complementary knowledge about RCRC services.

## **5. Policy and Guiding Principles**

A. The social media information and content shall support RCRC's mission, vision, and values.

B. Information and content posted on social media will follow these guidelines and principles:

- i. Information and content will be helpful or important to our clients, families, service providers, business partners, employees, and community.
- ii. Information and content reinforces or enhances RCRC's vision statement.
- iii. Information and content will be professional and respectful and will adhere to standards of professional conduct at all times.
- iv. Information and content posted on social media shall not infringe or violate someone else's rights or otherwise violate laws, including those laws governing privacy, defamation, discrimination, harassment, copyright, and fair use.
- v. Information and content will be transparent and avoid inadvertent misrepresentation.
- vi. Information and content will abide by all RCRC applicable policies and respect RCRC's time and property. RCRC computers and individual work time are to be used only for RCRC-related business, which may include social media management as related to individual or work goals.
- vii. Information and content will respect proprietary information and content. RCRC will not post copyrighted photos or written content without properly crediting the source or gaining permission from the source prior to use.
- viii. RCRC will act judiciously to protect privacy rights, confidentiality, and reputation.
- ix. RCRC will actively maintain its social media site to ensure that information and content is kept current, postings are made consistently, and responses are timely.

- x. RCRC shall prohibit any employee, officer, or board member to accept free services, products, or money in exchange for publishing information using RCRC's social media services.
- xi. RCRC's social media shall not be utilized to resolve issues, complaints, or provide suggestions about services or supports. This does not mean RCRC does not want to know about such concerns or feedback. Instead, these types of concerns and feedback shall be directed to appropriate representatives of RCRC to handle and manage.
- xii. RCRC may in its sole discretion, delete information or content on its social media and reserves the right to block any user.

## 6. Definitions

- A. By "*social media*" we mean the variety of available social media services, such as Facebook, by which RCRC intends to provide outreach and to disseminate information to our clients, families, service providers, business partners, and our community using social media services.
- B. By "*information*" we mean facts and information about RCRC, including actions taken by users and non-users who interact with the social media services selected by RCRC.
- C. By "*content*" we mean anything that RCRC or others post on RCRC's social media site that would not be included in the definition of information.
- D. By "*post*" we mean post on RCRC's social media site or otherwise make available by using social media services.
- E. By "*use*" we mean use, run, copy, publicly perform or display, distribute, modify, translate, and/or create.
- F. By "*participants*" we mean any employee, officer, or board member of RCRC.
- G. By "*user*" we mean any employee, client, family member, business partner, service provider, individual, entity, or company who accesses RCRC's social media services.
- H. By "*officer*" we mean RCRC's executive director, deputy director/program services director; or chief financial officer.