

1. SOCIAL MEDIA MANAGEMENT

The HSA Communications staff is responsible for the content and upkeep of HSA's social media sites on the following channels:

- Facebook
- Twitter
- Instagram
- YouTube
- LinkedIn

2. GUIDELINES & MODERATION OF THIRD-PARTY CONTENT

HSA's social media channels enable HSA to inform the public on topics including but not limited to HSA:

- News
- Programs
- Policies
- Services
- Emergency responses
- Events

HSA's social media sites serve as a *limited public forum* and all content published is subject to monitoring. HSA reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law. HSA Communications will make a determination about the appropriateness of comments based on its application of this Social Media Policy & Guidelines, and that determination is final and not subject to outside review. HSA Communications will apply this Social Media Policy & Guidelines in a viewpoint neutral manner that is consistent over time. Any content removed based on these guidelines will be retained by the HSA Social Media Administrator for a reasonable period of time, including the time, date, and identity of the poster, when available.

Use of the above-listed social media sites is subject to the terms of use of those sites, including privacy policies. Any terms of service that those sites place on user participation apply to comments made by any user, and these sites may enforce their own terms of service. To the extent a user believes comments of another user are in violation of the terms of services of those sites, that person should contact these sites rather than contact HSA Communications.

Violations

Violations of this policy include comments that:

- Use obscene, threatening, or harassing language.
- Are not topically related to the above-listed purposes of HSA's social media sites.
- Promote discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation.
- Contain sexual content or links to sexual content.
- Contain demonstrably false statements of fact about HSA.
- Promote or advertise a business, or propose a commercial transaction.
- Promote or support political positions or campaigns, measures, or propositions.
- Violate a legal ownership interest of any party, such as trademarked or copyrighted material.
- Reveal information that may tend to compromise the safety or security of the public or public systems.
- Violate privacy by revealing classified or private personal information of the commenter's or someone else's, including home address, home or cell phone number, personal email address, or personal identification numbers.

3. INTERNAL POLICY

HSA departments may consider using social media tools to reach a broader audience. HSA encourages the use of social media to further the goals of HSA and the missions of its departments, where appropriate.

Privacy & Permissions

Employees – whether posting to their own, third-party, or HSA social media sites – must never reveal classified or private personal information of another person, including home address, home or cell phone number, personal email address, or personal identification numbers.

Employees must obtain a signed, media consent release from any individual who permits use of their personal information or identifying images, videos, or audio recordings. Individuals under the age of 18 will need their legal guardian to sign the form. Contact HSAcommunications@sfgov.org for a copy of the HSA Media Release form.

Approval & Registration

All HSA social media shall be (1) approved by HSA Communications (2) published using approved social networking platforms and tools, and (3) administered by HSA Communications.

Personal Use

All HSA employees may have personal social networking and social media sites. These sites should remain personal in nature and be used to share personal opinions or non-work related information. Following this principle helps ensure a distinction between sharing personal and HSA views.

HSA employees must never use their HSA email account or password in conjunction with a personal social networking or social media site.

HSA employees who have a personal social media or social networking site, or who decide to comment on posts about official HSA business should follow these guidelines:

- State your name and, if relevant, role, when discussing HSA business.
- Use a disclaimer such as: “The postings on this site are my own and don’t reflect or represent the opinions of the agency for which I work.”

Professional Use

HSA employees must adhere to this policy’s General Guidelines (Section 2) when posting on any HSA social media and social networking site.

Employees must not use official HSA social media or social networking sites for political purposes to conduct private commercial transactions, or to engage in private business activities.

HSA employees should be mindful that inappropriate usage of official HSA social media and social networking sites can be grounds for disciplinary action. If social media and social networking sites are used for official HSA business, the entire HSA site, regardless of any personal views, is subject to best practices guidelines and standards.

Only individuals authorized by HSA may publish content to an HSA website or social media page.

Oversight & Enforcement

Employees representing HSA departments through HSA social media sites must maintain a high level of ethical conduct and professional decorum. Failure to do so is grounds for revoking the privilege to participate in HSA social media sites, blogs, or other social media features.

When presenting information, employees must uphold professional standards for good grammar, spelling, brevity, clarity and accuracy, and avoid jargon, obscure terminology, or acronyms.

HSA employees recognize that the content and messages they post on social media websites are public and may be cited as official HSA statements. Social media should not be used to circumvent other HSA communication policies.

4. PUBLIC RECORDS DISCLOSURE

HSA social media sites are subject to the California Public Records Act. Content maintained in a social media format that is related to City business may be a public record subject to public disclosure.

For Public Records Act requests, email the HSA Custodian of Records, at HSA sunshine@sfgov.org.

5. DISCLAIMER

HSA social media pages are not monitored 24/7. HSA is not responsible for comments by site visitors.

6. MORE INFORMATION

For questions or concerns regarding HSA social media sites and policy, contact HSA communications@sfgov.org.