

San Francisco Human Services Agency (HSA)

Social Media Policy & Guidelines



1. SOCIAL MEDIA MANAGEMENT

City and government officials of various departments, including the San Francisco Human Services Agency, have embraced social media as a means to improve openness, accessibility, and transparency. Strategic and proper use of social media helps us foster a positive relationship with the public and key audiences like customers, taxpayers/voters, overseers, government peers, and employees. Social media complements existing practices such as media relations, events, and internal communications. We have put together some core principles to help guide your participation in social media, both personally as well as when you are acting in an official capacity on behalf of HSA.

HSA Commitments:

- 1) HSA will be transparent in every social media engagement.
- 2) HSA will protect our client's privacy as it pertains to all laws, rules, and regulations.
- 3) HSA will reasonably monitor our behavior in the social media space, establish appropriate protocols, and keep appropriate records of our participation as dictated by law.

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

- 1) Facebook
- 2) Twitter
- 3) Instagram
- 4) YouTube
- 5) LinkedIn

2. 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 these principles will help 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.

Whether you are an authorized spokesperson or not, when speaking about our agency on your personal social networks, keep the following in mind:

- 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.”
- State your name and, if relevant, role, when discussing HSA business.
- When you see posts or commentary on topics that require subject matter expertise about programs, policies, and/or statistics, please avoid the temptation to respond to these directly unless you respond with approved messaging from HSA. When in doubt, contact the Communications team: HSAcommunications@sfgov.org
- Protect yourself: Be careful about what personal information you share online.
- Honor our differences: HSA will not tolerate discrimination (including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, marital status, or any other legally recognized protected basis under federal, state, or local laws, regulations or ordinances).

3. PROFESSIONAL USE

HSA employees must adhere to this policy 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.

What You Should Never Disclose:

- **Personal Information:** The work and clientele that we serve is a highly personal and sensitive topic. Never share personal information about yourselves, our customers, cases, or projects.
- **Legal Information:** Anything to do with a legal issue, legal case, or attorneys without first checking with the Communications team or the City Attorney.

- **Confidential Information:** Do not publish, post, or release information that is considered confidential or for internal use only.

HSA employees should be mindful that inappropriate usage of official HSA social media and social networking sites can be grounds for immediate removal of administrative access and further discipline. 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.

4. VIOLATIONS

Post Removal Policy and Retention Process

HSA's general practice is not to delete comments, even ones off-topic from the original post or critical of HSA's policies, procedures, or actions. No Authorized Account Administrator shall delete comments, posts, or other public interactions with Official HSA Social Media Accounts, unless the comment, post, or public interaction is in violation of the content standards as outlined in HSA's Social Media Policies.

In the event of violative content having to be hidden or removed, the Authorized Account Administrator will document the entirety of the original post and all removable content with screenshots or such means dictated by the HSA Communications Department Manager, before removal of the violative content. The Authorized Account Administrator will save records of violative content in an HSA network drive specified by the HSA Communications Director and will denote the date/time of removal.

No Authorized Account Administrator may block, mute, or otherwise prevent any users from following, viewing posts, having their posts viewed by HSA, or otherwise engaging with Official HSA Social Media Accounts.

Enforcement of the restrictions and prohibitions contained in these Social Media Policy shall be conducted by HSA in a fully content neutral fashion; whereby HSA shall not favor or disfavor any speech based on the speaker's position.

Violations of this policy include comments that:

- Use obscene, threatening, or harassing language.
- 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.

4. 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.

5. 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.

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.

6. PUBLIC RECORDS DISCLOSURE

HSA social media sites are subject to the California Public Records Act. Any 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 or questions, email the HSA Sunshine Ordinance Officer at HSA sunshine@sfgov.org.

7. MORE INFORMATION

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