

SUWANNEE RIVER WATER MANAGEMENT DISTRICT

GOVERNING BOARD DIRECTIVE

Directive Number: GBD21-0002
Date Approved: February 9, 2021
Subject: District Policy for Managing District-Related Online Content
Approval:



Virginia Johns, Chair

Charles Keith, Secretary/Treasurer

1.0 Reference to Prior Policy

Supersedes Directive 19-0004

2.0 Purpose and Intent

The purpose of the directive is to establish a provision for managing content on the District's websites, social media sites and other online content.

3.0 Definitions

- A. COMMUNICATIONS STAFF: District staff assigned to handle communications functions on behalf of the District.
- B. INAPPROPRIATE CONDUCT: Expression through any form of social media that communicates personal beliefs and opinions through insults, discriminatory behavior, offensive language or content, malicious intent and/or would negatively impact the District's business objectives or District employees.
- C. PAGE: The specific portion of a social media website where content is displayed and managed by an individual or individuals with administrator rights.
- D. POST: Content an individual shares on a social media site or the act of publishing content on a site.
- E. PROFILE: Information that a user provides about himself or herself on a social networking site.
- F. SOCIAL MEDIA Computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.
- G. SOCIAL NETWORKS: Online platforms where users can create profiles, share information and socialize with others using a range of technologies.
- H. SPEECH: Expression or communication of thoughts or opinions in spoken words, in writing, by expressive conduct, symbolism, photographs, videotape or related forms of communication.