SOCIAL MEDIA GUIDELINES:

STRATEGIES, PRINCIPLES, & LINE OF RESPONSIBILITIES

These guidelines serve as an administrative resource for designated staff in implementing San Diego LAFCO's adopted Social Media Use Program (Administrative Policy 107). The Executive Officer and/or their designees will reference these guidelines in informing social media uses and ensuring online communications appropriately reflect LAFCO's objectives and standards.

The Executive Officer is responsible for these guidelines and authorized to make any changes as appropriate with notice provided to the Commission.

Strategies

San Diego LAFCO should actively use various social media platforms to communicate, receive, and exchange information associated with the Commission's broad growth management interests and duties. All social media uses should serve to generate interest in LAFCO and/or relevant topics and drive online traffic to the LAFCO website. Social media uses should also consistency reflect positive and constructive energy and whenever applicable use illustrations, pictures, and humor to communicate points of interests.

Approved social media platforms:

Approved Platforms		
Platform	**Engagement Type**	**Opportunities and Uses**
Facebook	Social Networking	Build and Join Communities
Twitter	Microblogging	Real-Time Messages; Media Connectivity
LinkedIn	Business Networking	Agency Reputation; Recruitments
YouTube	Visual: Short to Long Videos	Commission Meetings; Extended Messaging
Instagram	Visual: Static and Short Videos	Real-Time Visual Communications

Principles

San Diego LAFCO's use of social media platforms should be focused on adding value by establishing and maintaining community communications beyond traditional forms while – importantly – creating overall interest in the Commission's activities. Key principles follow.

1. **Mission Minded**
   Content on all accounts should directly support LAFCO's mission, goals, and interests. All accounts shall also maintain consistency in visual identity, logo use, and writing style.

2. **Build Online Communities**
   Keep all accounts active by regularly producing and/or sharing content to help ensure LAFCO continues to build and maintain online communities with targeted audiences.

3. **Target Audience**
   LAFCO's target audience is expansive and comprises three distinct categories: local government agencies; media; and community members with the latter two further distinguished by interest in growth and development activities and related public policy issues in San Diego County.

4. **Listen, Monitor and Respond**
   Provide content on that is open-ended and invites responses; continually monitor comments and provide timely and constructive responses whenever appropriate.

5. **Simple and Light**
   Content should be uncomplicated and free of nuances that can be misinterpreted or otherwise misunderstood; when possible, use illustrations, pictures, and humor to communicate key points of interests.

6. **Stay the Course**
   Focus on LAFCO's interest and expertise in facilitating orderly growth and development and related public policy issues; avoid content and/or commentary on outside subjects.

7. **Connect and Share**
   Connect followers with related and interesting articles, pictures, videos, links, and comments from others that tackle relevant LAFCO topics. Sharing does not constitute endorsing and should be made clear on all accounts.

Line of Responsibilities

Consistent with adopted policy, the Executive Officer is responsible for overseeing all LAFCO social media communications with authority to delegate tasks to one or more employees. The Executive Officer shall ensure – directly or through their designee – all of the following responsibilities are addressed.

- **Establishing Accounts**
  The Executive Officer or designee shall register accounts with any approved platform using their assigned LAFCO email account. Usernames and passwords shall be kept confidential with the Executive Officer and no more than two designees.

- **Updating Passwords**
  Passwords shall be updated and changed anytime there is a change in the Executive Officer position or with a designee employee. Changes in the Executive Officer position shall also include providing password information to Commission Counsel.

- **Managing Branding**
  All registered accounts shall have consistent branding elements with respect to logos, colors, illustrations, and agency description.

- **Regular Posting**
  All accounts shall be actively maintained with the goal of posting content no less than once a week. Preplan posting to cover holidays or other times when staff resources are redirected. An exception involves posting to YouTube which should be less frequent and primarily dedicated to publishing monthly Commission meetings.

- **Timely Engagement**
  Ensure content is kept current, responses are timely, and treat engagement as a real-time conversation in which participants expect information to be distributed quickly.

- **Friending and Following**
  Discretion shall be exercised in following or friending to help avoid associations with inappropriate or otherwise controversial persons, organizations, or topics.

- **Addressing Mistakes**
  Admit mistakes quickly and remedy as appropriate through clarifications, modifications, or removals. Any posting modifications or removals should be accompanied by a short explanation.

- **Linking Website**
  The website shall continue to serve as LAFCO's primary and predominant online resource, and social media traffic should be directed/redirected accordingly.

- **Taking it Offline**
  Transition conversations offline to help resolve disagreements and/or address sensitive topics. Acknowledge the conversation on the social media platform and indicate the conversation is being taken offline. Do not delete posts that are moved offline unless the content violates Commission policy (e.g., profanity, etc.)

- **Deleting Comments**
  Inappropriate comments as defined under policy – such as profane, pornographic, or racist content – must be removed immediately after being captured via screenshots and thoroughly documented.

- **Warning and Blocking Users**
  Any user that makes an inappropriate comment as defined under policy shall receive a an immediate warning. A second offense by the same user will receive another warning and notice of another violation will result in LAFCO blocking them from the account. A third violation will result in a permanent block.

- **Security**
  Actively monitor online traffic to identify unauthorized attempts to upload or change information. Report all unauthorized activities to the platform administrator.