

Scott Silveira, District 5 Supervisor

SOCIAL MEDIA POLICIES AND PROCEDURES

PURPOSE

Scott Silveira, District 5 Supervisor, recognizes a need to augment his traditional communication methods with the use of Internet-based social media channels. This need is driven by an increased public demand and the rapid growth of social media use among consumers of all ages as well as by local, state and federal government entities to enhance communications, improve marketing efforts and to demonstrate transparency. Scott Silveira, District 5 Supervisor, supports the use of social media technology to enhance two-way communication, collaboration and information exchange.

This document establishes Scott Silveira, District 5 Supervisor's social media use policies, protocols and procedures. It also provides guidance to all Scott Silveira, District 5 Supervisor volunteers and other representatives that work or act on its behalf. Scott Silveira, District 5 Supervisor shall revise this policy as necessary and will adjust the use of social media activity by Scott Silveira, District 5 Supervisor, its staff, and affiliates accordingly.

DEFINITIONS

Social Media and Web 2.0 – The U.S. Government defines social media and Web 2.0 as umbrella terms that define the various activities that integrate technology, social interaction, and content creation. Through social media, individuals or collaborations of individuals can create Web content, organize content, edit or comment on content, combine content, and share content. Social media and Web 2.0 use many technologies and forms, including RSS and other syndicated Web feeds, blogs, wikis, photo-sharing, video-sharing, podcast, social bookmarking, mashups, widgets, virtual worlds, micro-blogs, and more.

Official Scott Silveira, District 5 Supervisor E-Mail Account – E-mail account created and maintained by the Marketing and Social Media Department for official Scott Silveira, District 5 Supervisor business.

Communications Director - Refers to the Communications Director or his/her designee.

Approved Scott Silveira, District 5 Supervisor Social Networking Site – Refers to social networks that the Communications Director in coordination with the Communications Director and Marketing Department has assessed and approved for use by Scott Silveira, District 5 Supervisor.

APPLICABILITY

This policy applies to all Scott Silveira, District 5 Supervisor volunteers, affiliates and other approved Scott Silveira, District 5 Supervisor representatives.

RESPONSIBILITY

The Policy Making Board/Owner approved Scott Silveira, District 5 Supervisor Social Media Policy on 02/09/2018.

The Communications Director is responsible for facilitating Scott Silveira, District 5 Supervisor Social Media Policy in compliance with established rules and protocols. This includes responsibility to audit social media use and enforce policy compliance.

GENERAL POLICY

- a. The use of social media technology by any Scott Silveira, District 5 Supervisor affiliate or subsidiary shall be approved by the Communications Director. The affiliate or subsidiary must conform to the policies, protocols and procedures contained, or referenced, herein.
- b. Access to social media networks from within Scott Silveira, District 5 Supervisor's IT infrastructure shall be extended to volunteers exclusively to perform Scott Silveira, District 5 Supervisor business.
- c. Only official Scott Silveira, District 5 Supervisor spokespersons and select individuals, approved by the Communications Director, will have permission to create, publish or comment on behalf of Scott Silveira, District 5 Supervisor.
- d. Scott Silveira, District 5 Supervisor social media sites shall be created with identifiable characteristics of an official Scott Silveira, District 5 Supervisor site and make clear that they are maintained by Scott Silveira, District 5 Supervisor and that they comply with Scott Silveira, District 5 Supervisor's Social Media Policy.
- e. Wherever possible, Scott Silveira, District 5 Supervisor social media sites should link back to the official Scott Silveira, District 5 Supervisor website to provide additional content and information.
- f. The same standards, principles and guidelines that apply to Scott Silveira, District 5 Supervisor volunteers in the performance of their assigned duties apply to volunteer social media technology use. Social media activities pertaining to volunteer duties or outside of volunteer work time, that negatively affect Scott Silveira, District 5 Supervisor's work or the work of other volunteers, including but not limited to undermining its mission, purpose, or credibility with the public, will be subject to investigation, and appropriate action, as determined by Scott Silveira, District 5 Supervisor.
- g. Scott Silveira, District 5 Supervisor social media sites and all related content shall be monitored by the Communications Director.

h. Scott Silveira, District 5 Supervisor reserves the right to restrict or remove content that is deemed in violation of this Social Media Policy or any applicable law. Any content removed based on this Social Media Policy shall be retained by the Communications Director for a reasonable period of time, and include the time, date and identity of the author or individual who posted the content, when available.

i. The Social Media Policy shall be displayed to users or made available by hyperlink.

j. Scott Silveira, District 5 Supervisor's website www.ScottySilveira.com will remain Scott Silveira, District 5 Supervisor's primary and predominant Internet presence.

k. All Scott Silveira, District 5 Supervisor social media sites shall adhere to applicable federal, state, and local laws, regulations and policies.

l. Scott Silveira, District 5 Supervisor social media sites are subject to review by its officers or principles. Any content maintained in a social media format that is related to Scott Silveira, District 5 Supervisor business, including a list of subscribers, posted communication, and communication submitted for posting, may be reviewed.

m. Comments on topics or issues not within the jurisdictional purview of Scott Silveira, District 5 Supervisor may be removed.

n. Volunteers representing Scott Silveira, District 5 Supervisor via Scott Silveira, District 5 Supervisor social media sites must conduct themselves at all times as a representative of Scott Silveira, District 5 Supervisor and in accordance with all Scott Silveira, District 5 Supervisor policies.

APPROVED SOCIAL MEDIA NETWORKS

Only those social media networks approved by the Communications Director shall be used for Scott Silveira, District 5 Supervisor communications.

a. Social media networks under consideration will be reviewed and approved by the Communications Director, or his/her designee.

b. The Communications Director, is responsible for maintaining the list of approved social media networks and site related usage standards.

c. On a semi-annual basis, the Communications Director shall review existing social media networks for changes to terms of use agreements and/or new/expired offerings.

d. A subsidiary or affiliate may request that the Communications Director to review and approve additional social media networks.

OFFICIAL Scott Silveira, District 5 Supervisor SOCIAL MEDIA SITES

Scott Silveira, District 5 Supervisor social media sites shall be created and maintained in accordance with Scott Silveira, District 5 Supervisor's Social Media Policy and identifiable as an official Scott Silveira, District 5 Supervisor site.

- a. Scott Silveira, District 5 Supervisor social media network accounts shall be created under an official Scott Silveira, District 5 Supervisor e-mail account. Account password(s) and related account information shall be provided in writing and retained by the Communications Director.
- b. Social media sites shall contain visible elements that identify them as an official Scott Silveira, District 5 Supervisor site. These elements include but are not limited to displaying the Scott Silveira, District 5 Supervisor logo, contact information, and a link to the Scott Silveira, District 5 Supervisor website, whenever possible.
- c. Scott Silveira, District 5 Supervisor social media sites shall display or link to the Scott Silveira, District 5 Supervisor Social Media Policy.

SITE CONTENT AND COMMENT POLICY

- a. As a leader within the community, Scott Silveira, District 5 Supervisor must abide by certain standards to serve all of its stakeholders in a civil and unbiased manner.
- b. The intended purpose behind establishing Scott Silveira, District 5 Supervisor social media sites is to disseminate Scott Silveira, District 5 Supervisor information to the public, provide a platform for dialogue and expand visibility and voter reach.
- c. Sites that allow public comment shall inform visitors of the intended purpose of the site and that inappropriate posts are subject to removal, including but not limited to the following types of postings, regardless of format (text, video, images, links, documents, etc.)
 - i. Comments not topically related;
 - ii. Profane language or content;
 - iii. Content that, for a reasonable person, promotes, fosters or perpetuates discrimination or a hostile attitude or gives offense on the basis of race, color, citizenship, age, religion, ancestry, gender, marital status, national origin, veteran's status, physical or mental disability or sexual orientation;
 - iv. Sexual content or links to sexual content;
 - v. Solicitations of commerce;
 - vi. Conduct or encouragement of illegal activity;
 - vii. Information that may tend to compromise the safety or security of the public or public systems;
 - viii. Content that violates a legal ownership interest of any other party; or
 - ix. Messages or information which are in conflict with applicable law or Scott Silveira, District 5 Supervisor policies, rules or procedures.

- d. A comment posted by a member of the public on any Scott Silveira, District 5 Supervisor social media site is the opinion of the commentator or poster only. Scott Silveira, District 5 Supervisor's publication of such a comment does not imply its endorsement of, or agreement with, nor do such comments necessarily reflect Scott Silveira, District 5 Supervisor's opinions or policies.
- e. Scott Silveira, District 5 Supervisor reserves the right to deny access to Scott Silveira, District 5 Supervisor social media sites to any individual who violates Scott Silveira, District 5 Supervisor's Social Media Policy, at any time and without prior notice.
- f. Affiliates shall monitor their social media sites for comments requesting responses from Scott Silveira, District 5 Supervisor and for comments in violation of this policy.
- g. When a Scott Silveira, District 5 Supervisor volunteer responds to a comment, in his/her capacity as a Scott Silveira, District 5 Supervisor volunteer, the volunteer's name must be made available, and the volunteers shall not share personal information about themselves or other Scott Silveira, District 5 Supervisor volunteers.

RECORDS MANAGEMENT

Scott Silveira, District 5 Supervisor use of social media shall be documented and maintained in an easily accessible format that tracks account information and preserves items.

- a. Affiliates are responsible for the creation, administration and deactivation of social media accounts, in coordination with the Communications Director.
 - i. Account password information shall only be shared with authorized staff designated by the Communications Director, or her/his designee, to fulfill the role of site account administrator.
 - ii. An account password shall promptly be reset when a volunteer or contractor is removed as an account administrator.
- b. Departments shall maintain a record of social media sites created for Scott Silveira, District 5 Supervisor use, which include, but may not be limited to:
 - i. A log file containing the name of the social media network, account ID, password, registered e-mail address, date established, authorizing representative and name of person who created account and agreed to the site's terms of use agreement and/or policy.
 - ii. A record of the site's usage agreement at the time the site was created and any updated versions.
 - iii. A list of authorized site content authors and editors.
- c. Electronic information posted to a social media site by Scott Silveira, District 5 Supervisor.

i. The Communications Director shall be responsible for responding completely and accurately to comments and posting as prescribed in the social media response protocols.

ii. Site content shall be maintained in accordance with its respective records, retention schedule and in accordance with Scott Silveira, District 5 Supervisor policies and procedures.

**SOCIAL MEDIA NETWORKS RESPONSE Scott Silveira, District 5 Supervisor
ORGANIZATION CHART**

Silveira for Supervisor				
Organization Chart				
	Name	E-mail	Phone	Phone
Candidate	Scott Silveira	Scott@silveiraforsupervisor.com	209-769-0921	209-587-1669
Co-Campaign Manager	Paul Parreira	Paul@rpacalmonds.com	209-988-6956	209-826-1262
Co-Campaign Manager/Fundraising	Pat Gallichio	rgndhog@icloud.com	209-769-6884	
Treasurer	Tara Brennan	brennan@primelending.com	209-509-3511	
Communications	Jeremiah Greggains	jmgreggains@outlook.com	209-631-2470	
Administrative Support	Celeste Silva	bcsilva3113@gmail.com	209-704-9118	
Administrative Support	Sandra Powers	Sandra.maria.powers@gmail.com	209-777-7802	
Regional Liaison	Natasha Crivelli	hatashacrivelli@gmail.com	209-752-9441	
Advisor	Ron Brandt	rbrandt2141@gmail.com	209-704-1073	
Advisor	Andrea Brandt	annzoe@comcast.net	209-704-2556	
Sign Coordinator	David Engbrecht	davidengbrecht@yahoo.com	209-968-8188	
Volunteer Coordinator				
Walking Coordinator	Andy Clarke	Andi.clarke@yahoo.com	209-587-0692	
Event Coordinator				