



INTERNAL POLICY

Social Media Policy

Washoe County DA's Office

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PURPOSE

This document defines the social networking and social media policy for the Washoe County District Attorney's Office, the "WCDA," to address the fast-changing landscape of the internet and the way Washoe County residents obtain information online. WCDA departments may consider using social media tools to reach a broader audience. We encourage the use of social media to further the goals of the WCDA and the missions of its departments, where appropriate.

Nothing in this document shall be interpreted to mean that any social media sites belonging to or administered by the WCDA is intended to be opened as a public forum of any kind, whether a traditional public forum, a limited public forum, or any other similar type of forum. These pages will also not be open to the public for commenting.

PERSONAL VS. PROFESSIONAL GUIDELINES

Personal Use

All WCDA employees may have personal social media sites. These sites should remain personal in nature and share personal opinions. While employees may have a First Amendment right to comment on some WCDA issues that are of significant public concern, employees should know that posts about WCDA issues that are closer to employment complaints or human resources concerns may not be protected. Employees should be mindful of the distinction between sharing personal and agency views.

WCDA employees must never use their work e-mail account or password in conjunction with a personal social media site. The following guidance is for employees who decide to have a personal social media account or who decide to comment on posts about official WCDA business:

- State your name and, if relevant, role, when discussing WCDA business;
- Use a disclaimer such as: "The postings on this site are my own and do not reflect or represent the opinions of the agency for which I work."

If social media is used for official WCDA business, the entire agency site, regardless of any personal views, is subject to best practice guidelines and standards.



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Professional Use

All official agency-related communication through social media should remain professional in nature and should always be conducted in accordance with the WCDA's communications policy, practices and expectations. Employees must not use official agency social media for political purposes, to conduct private commercial transactions, or to engage in private business activities. Employees should be mindful that inappropriate use of official WCDA social media can be grounds for disciplinary action. Only WCDA employees authorized by the WCDA may publish content to the online platforms.

POSTING

Official social media sites need to be clear, precise and follow industry best practices for posting updates. All content posted to WCDA social media should be:

- Relevant to WCDA business – Information that engages residents and pertains to their daily lives and/or prompts residents to take action; and
- Timely – Pertains to deadlines, upcoming events, or current news; and/or

What Not to Post:

Employees may not publish content on agency social media sites that includes:

- Confidential information
- Copyrighted material without permission
- Profane, racist, sexist, threatening or derogatory content or comments
- Partisan political views
- Commercial endorsements or SPAM
- Information that violates the Washoe County Code of Conduct

RETENTION

Any communications sent to or received by the WCDA and its employees via social media may be subject to our retention and disclosure requirements. We are required to comply with Nevada Public Records Act to ensure government is open and that the public has access to public records and information of which our agency is the custodian. These retention requirements apply regardless of the form of the record (e.g. digital text, photos, audio, and video). All information posted on this site may be subject to public disclosure.





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REGISTERING A NEW PAGE

All WCDA social media sites shall be (1) approved by the District Attorney and the Public Information Officer, (2) published using approved social networking platforms and tools, and (3) administered by the WCDA employee contact or their WCDA employee designee.

DEREGISTERING AN EXISTING PAGE

If a social media page is no longer of use, (1) notify the Public Information Officer, (2) ensure records have been archived according to agency guidelines, (3) unpublish and delete page.

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PURPOSE

To build trust with Washoe County residents and visitors.

GOALS

The Washoe County District Attorney's Office aims to effectively use Social Media Accounts to:

- Provide information
- Support community outreach
- Assist with recruitment efforts (if applicable)

Please be aware that when engaging with this agency through Social Media, you agree to the following:

MODERATION OF THIRD PARTY CONTENT

The WCDA does not necessarily endorse, support, sanction, encourage, verify or agree with Third Party comments, messages, posts, opinions, advertisements, videos, promoted content, external hyperlinks, linked websites (or the information, products or services contained therein), statements, commercial products, processes or services posted on any social media site.

The WCDA social media sites serve as a limited public forum, and all content published is subject to preservation and disclosure in accordance with the Nevada Public Records Act.

User-generated posts may be rejected or removed if the content:

- Is not topically related to the post for which it is made ;
- Contains abusive, vulgar, or obscene language on content, or constitutes actual defamation;
- Promotes, fosters, or perpetuates discrimination based on race, color, national origin, ancestry, age, religion, sex, sexual orientation, gender identity or expression, marital status, status with regard to public assistance, or physical or mental disability;
- Contains sexual content;
- Contains solicitations, promotions, or endorsements of third-party commercial services or products, or political campaigns or candidates;
- Encourages, promotes, or incites criminal or illegal activity or comments that otherwise incite imminent lawless action;
- Tends to compromise the safety or security of the public or public systems;



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- Violates the legal ownership, interest, or copyrighted work of another;
- Is apparent spam or trolling, including but not limited to duplicate comments posted repeatedly within a short period of time;
- Contains any hyperlinks to third-party and/or personal sites;
- Violates the law; or
- Contains sensitive or personally identifiable information, including but not limited to: home addresses, telephone numbers, email addresses, social security numbers, driver's license numbers, and dates of birth

We do not allow information intended to compromise the safety or security of the public or public systems. You participate at your own risk, taking personal responsibility for your comments, your username and any information provided. Your use of or posting on Washoe County Social media sites is voluntary and constitutes acceptance of these terms. Failure to comply with these terms could lead to the user being blocked or banned. Additionally, statements not directly relevant to WCDA business, unduly repetitious statements, and personal attacks that would objectively antagonize or incite others are examples of comments that are not allowed.

If any comments are removed or users blocked from an account, the account holder may request reconsideration by the WCDA.

EMERGENCY POSTINGS

Social media sites are not monitored 24/7. If there is an emergency, contact 911.