

Item 4

Additional Information

SOCIAL MEDIA POLICY

I. PURPOSE

This Social Media Policy ("Policy") sets forth guidelines for the appropriate and permissible creation and use of social media websites, including but not limited to Facebook, Twitter, YouTube, MySpace, Yelp and LinkedIn. This Policy is designed to protect the San Mateo County Harbor District and its employees and is no way intended to restrict the flow of useful and appropriate communications or to abridge District employees' exercise of rights under the First Amendment of the Constitution, the National Labor Relations Act or any other applicable statutes.

II. POLICY

The District permits and encourages the creation and use of social media websites to facilitate the productive use of the Internet for business purposes and to disseminate information about the District. To effectuate this objective, this Policy requires all employees who create and/or use social media websites to follow the guidelines set forth herein.

III. ADMINISTRATION AND CONDITIONS

A. ADMINISTRATION OF SOCIAL MEDIA FOR DISTRICT BUSINESS

1. The District General Manager or his/her designee is solely authorized to create social media websites for District business purposes.
2. The District General Manager or his/her designee(s) is responsible for ensuring compliance with this Policy, as well as applicable federal, state, and local laws. The District may restrict or remove any content that is deemed to be in violation of this Policy or the District's Electronics Communications Policy or any applicable law, or contrary to the District's goals and/or interests, or unrelated to the subject of the original posting.
3. All social media websites maintained by the District are subject to the California Public Records Act ("Act"). Content posted or received by the District, including the names of subscribers, will be archived by the District General Manager or his/her designee and may be subject to public disclosure under the Act.

B. CONDITIONS OF USE OF DISTRICT-MAINTAINED SOCIAL MEDIA

1. The District General Manager and his/her designees are solely authorized to speak on behalf of the District Employees who respond, in their capacity as

District employees, to comments posted or received through District social media websites will make known their name and title.

2. District employees who post comments or other content on social media websites maintained by the District, but who are not expressly authorized to speak on behalf of the District, must make known they speak only on behalf of themselves, and that the content contained in such posts do not necessarily reflect the positions, policies, or opinions of the District.
3. Content posted by members of the public on any social media website maintained by the District is the opinion of the poster only, and does not necessarily reflect the positions, policies, or opinions of the District.
4. All social media websites created by the District must make known that they are maintained by the District and that they abide by the terms of this Policy.

C. ACCESS AND LINKS TO DISTRICT-MAINTAINED SOCIAL MEDIA

1. All social media websites, to the extent possible, should contain a hyperlink to the District's Official website.
2. This Policy should be made accessible to users visiting the District's social media websites, either directly or through a hyperlink to the District's official website.
3. The District reserves the right to deny access to District social media websites to any individual who violates this Policy or any applicable law at any time and without prior notice.

D. DISTRICT EMPLOYEE USE OF SOCIAL MEDIA

1. Any creation, use or monitoring of social media by employees of the District relating to District business or employment at the District is subject to all federal, state, local laws, and District administrative policies and procedures, including without limitation, the Electronic Communications Policy.
2. The District prohibits any disparagement of the District, executive leadership, employees, strategy and business policy by any District employee using social media.
3. The District prohibits any individual from disclosing private or confidential information, financial data, intellectual property, trademarks or logos that are directly or indirectly related to the District or any employee using social media.
4. The use of social media by District employees is considered job performance, and any use in violation of this Policy may be reason for disciplinary action, up to and including termination of employment.
5. The District will not be held liable for losses or costs incurred as a result of content posted on or via social media websites maintained by the District, or

as a result of conduct deemed to be in violation of this Policy, or any applicable laws.

(last updated August 28, 2015)

SOCIAL MEDIA POLICY

I. Purpose

This Social Media Policy ("Policy") sets forth guidelines for the appropriate and permissible creation and use of social media websites, including but not limited to Facebook, Twitter, YouTube, MySpace, Yelp and LinkedIn. This Policy is designed to protect the Port of Oakland and its employees and is no way intended to restrict the flow of useful and appropriate communications or to abridge Port employees' exercise of rights under the First Amendment of the Constitution, the National Labor Relations Act or any other applicable statutes.

II. Policy

The Port permits and encourages the creation and use of social media websites to facilitate the productive use of the Internet for business purposes and to disseminate information about the Port. To effectuate this objective, this Policy requires all employees who create and/or use social media websites to follow the guidelines set forth herein.

III. Administration and Conditions

A. Administration of Social Media for Port Business

1. The Director of External Affairs or his/her designee is solely authorized to create social media websites for Port business purposes.
2. The Director of External Affairs or his/her designee(s) is responsible for ensuring compliance with this Policy, as well as applicable federal, state, and local laws. The Port may restrict or remove any content that is deemed to be in violation of this Policy or the Port's Electronics Communications Policy or any applicable law, or contrary to the Port's goals and/or interests, or unrelated to the subject of the original posting.
3. All social media websites maintained by the Port are subject to the California Public Records Act ("Act"). Content posted or received by the Port, including the names of subscribers, will be archived by the Director of External Affairs or his/her designee and may be subject to public disclosure under the Act.

B. Conditions of Use of Port-Maintained Social Media

1. The Executive Director, the Director of External Affairs and/or their designees are solely authorized to speak on behalf of the Port.

Employees who respond, in their capacity as Port employees, to comments posted or received through Port social media websites will make known their name and title.

2. Port employees who post comments or other content on social media websites maintained by the Port, but who are not expressly authorized to speak on behalf of the Port, must make known they speak only on behalf of themselves, and that the content contained in such posts do not necessarily reflect the positions, policies, or opinions of the Port.
3. Content posted by members of the public on any social media website maintained by the Port is the opinion of the poster only, and does not necessarily reflect the positions, policies, or opinions of the Port.
4. All social media websites created by the Port must make known that they are maintained by the Port and that they abide by the terms of this Policy.

C. Access and Links to Port-Maintained Social Media

1. All social media websites, to the extent possible, should contain a hyperlink to the Port's Official website.
2. This Policy should be made accessible to users visiting the Port's social media websites, either directly or through a hyperlink to the Port's official website.
3. The Port reserves the right to deny access to Port social media websites to any individual who violates this Policy or any applicable law at any time and without prior notice.

D. Port Employee Use of Social Media

1. Any creation, use or monitoring of social media by employees of the Port relating to Port business or employment at the Port is subject to all federal, state, local laws, and Port administrative policies and procedures, including without limitation, the Electronic Communications Policy.
2. The Port prohibits any disparagement of the Port, executive leadership, employees, strategy and business policy by any Port employee using social media.
3. The Port prohibits any individual from disclosing private or confidential information, financial data, intellectual property, trademarks or logos that are directly or indirectly related to the Port or any employee using social media.
4. The use of social media by Port employees is considered job performance, and any use in violation of this Policy may be reason for disciplinary action, up to and including termination of employment.

5. The Port will not be held liable for losses or costs incurred as a result of content posted on or via social media websites maintained by the Port, or as a result of conduct deemed to be in violation of this Policy, or any applicable laws.

(last updated January 3, 2012)