

North Los Angeles County Regional Center
Board of Trustees

Social Media Policy

I. Scope

This policy applies to all North Los Angeles County Regional Center (NLACRC) employees, officers, and board members.

II. Purpose

Social media offers ways to engage with the individuals we serve, our community, and the world at large. Social media can help build stronger, more successful relationships and contribute immensely to advancing NLACRC's reputation and interests if used properly. As technologies and social networking platforms and tools emerge NLACRC must update its guidelines in response to these changes.

The primary purpose of NLACRC's Social Media Policy is to provide outreach and to disseminate information to our consumers, families, service providers, business partners, and diverse community at large, to help build stronger, more successful relationships with our community; and to advance NLACRC's reputation and interests.

III. Responsibility

The NLACRC Board of Trustees has the overall responsibility to establish NLACRC's guidelines for the use of NLACRC's social media platforms. The board's Government & Community Relations Committee will review and update this Social Media Policy, as appropriate from time to time.

All NLACRC staff shall strictly abide by the requirements of this policy when posting on, accessing, commenting and/or linking to NLACRC's social media platforms.

All material to be posted on social media sites must be approved by NLACRC's Public Information Supervisor, or his/her designee, in consultation with other NLACRC departments, as appropriate.

IV. Assumptions

- A. Social media is a powerful way to provide outreach and communicate with our consumers, families, service providers, business partners and our community.
- B. Social media provides a cost-effective means to share useful, interesting, important, and meaningful information with NLACRC's community in an efficient and timely manner.
- C. Social media allows active participation and involvement of our community and other interested parties, pertaining to community events, legislative updates, and other information.
- D. While NLACRC's official website offers up-to-date information, NLACRC's social media will seek to:
 - 1. Provide immediate information to our users.
 - 2. Redirect users to NLACRC's website.
 - 3. Generate essential and complementary knowledge about NLACRC services.

V. Policy and Guiding Principles

- A. All social media information and content must support NLACRC's mission, vision, and values.
- B. Information and content posted on social media must follow these guidelines and principles:
 - 1. Information and content must be relevant, helpful or important to our consumers, families, service providers, business partners, employees, and community.
 - 2. Information and content must reinforce or enhance NLACRC's reputation and mission.
 - 3. Information and content must be professional and respectful and adhere to standards of professional conduct at all times. No posting of information or content may be made that aims to embarrass or ridicule any person or organization.

4. Information and content posted must not infringe or violate someone else's rights, be disparaging or otherwise violate laws, including those laws governing privacy, defamation, discrimination, harassment, trademark, copyright, and fair use.
5. All postings must clearly indicate that NLACRC is the source for such postings.
6. All references to third parties' trademarks must be limited in scope and respectful. Third parties' trademarks must be referenced using any markings required/requested by the owner of such marks, such as TM (for unregistered marks) or ® (for registered marks). In all postings referencing other parties' marks, NLACRC postings must indicate that the trademarks referenced are those of their respective owners and not of the NLACRC.
7. Information and content must be transparent and avoid inadvertent misrepresentation.
8. Information and content must abide by all NLACRC policies, including limits on posting frequency.
9. No participant may disseminate proprietary information or content on NLACRC's social media platforms (whether relating to NLACRC, other businesses or persons) without NLACRC's Public Information Supervisor's prior written authorization
10. No participant may use, circulate or disseminate in any postings, any photographs, audio (such as songs, music or voice recordings), videos, graphics, cartoons or other audiovisual content from another website or social media account without first obtaining the written consent of the owner of rights in such content. No text or other written content may be copied, used or disseminated without properly crediting the source, and, when necessary, obtaining written permission from the source prior to use.
11. Prior to posting any photograph, video or voice recording, participant must ensure they have the written consent of the person(s) appearing in the photographs, videos and voice recordings. The NLACRC has forms for this purpose. If any person whose image or voice appears in a photograph, video or voice recording is a minor (i.e. under 18), the participant must obtain the minor's parent or guardian's written

consent prior to use. If any person appearing in a photograph, video or voice recording is incapacitated, participant must first seek the incapacitated person's guardian or conservator's prior written consent before use.

12. NLACRC will act judiciously to protect privacy rights, confidentiality, and reputation.
13. NLACRC will strive to maintain its social media site to ensure information and content is kept current, postings are made consistently, and responses are timely.
14. NLACRC does not permit any participant to accept free services, products, or money in exchange for publishing information on NLACRC's social media platforms.
15. NLACRC's social media must not be used to resolve issues, complaints, or provide suggestions about services or support. This does not mean NLACRC does not want to know about such concerns or feedback. Instead, these types of concerns and feedback should be directed to appropriate representatives of NLACRC for handling and response.
16. NLACRC may in its sole discretion, delete information or content on its social media at any time and without prior notice and reserves the right to block any user.
17. Questions about this Policy should be directed to NLACRC's Public Information Supervisor.

VI. Definitions

- A. By "*social media*" we mean the variety of available social media platforms, including, but not limited to, Facebook, Twitter, YouTube, Instagram, Snap Chat, LinkedIn, and any other platform now existing or that may be developed in the future by which NLACRC intends to provide outreach and to disseminate information to consumers, families, service providers, business partners, and community using social media platforms.
- B. By "*information*" we mean facts and information about NLACRC, including actions taken by users and non-users who interact with the social media platforms selected by NLACRC.

- C. By “content” we mean anything that NLACRC or others post on NLACRC’s social media sites that would not be included in the definition of information.
- D. By “post” we mean post, publish or announce on NLACRC’s social media sites or otherwise make available by using social media platforms.
- E. By “use” we mean use, run, copy, publicly perform or display, distribute, modify, translate, and/or create.
- F. By “participants” or “participant” we mean any employee, officer, or board member of NLACRC.
- G. By “user” we mean any employee, consumer, family member, business partner, service provider, individual, entity, or company who accesses NLACRC’s social media platforms.