

These policies illustrate how the Bear Valley Community Healthcare District (The District) uses social media and how the organization's employees manage BVCHD-branded social media accounts and lays out our rules of conduct for those participating in discourse on Social Media accounts.

EXTERNAL POLICY

PURPOSE

To build communication and trust with our residents and visitors, and encourage participation through comments and feedback. The District aims to effectively use Social Media Accounts to:

- Provide information
- Support community engagement and outreach
- Support marketing and promotional campaigns
- Frame the public conversation around The District and its services.
- Assist with recruitment efforts Please be aware that when engaging with this agency through Social Media, you agree to the following:

MODERATION OF THIRD PARTY CONTENT

The District 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 District's social media site serves as a limited public forum and all content published is subject to preservation and disclosure in accordance with California Public Record Law. User-generated posts may be rejected or removed if the content:

- contains obscenity,
- incites or promotes violence or illegal activities,
- contains spam or links to malware,
- promotes illegal discrimination (e.g., housing discrimination),
- contains actual defamation
- contains false information
- promotes or solicits other social media accounts
- uses the copyrighted work of another. 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. All HIPAA guidelines may be strictly followed.

EMERGENCY POSTINGS

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