

**RESOLUTION
BOARD OF DIRECTORS
EASTERN RIO BLANCO METROPOLITAN RECREATION & PARK DISTRICT**

RESOLUTION ESTABLISHING THE EASTERN RIO BLANCO METROPOLITAN RECREATION & PARK DISTRICT OFFICIAL-USE SOCIAL MEDIA POLICY

WHEREAS, the Eastern Rio Blanco Metropolitan Recreation & Park District ("**ERBM**") is a political subdivision of the State of Colorado, organized pursuant to C.R.S. § 32-1-101 *et seq.* ("**Special Districts Act**"), to provide park and recreation services to residents within, and to individuals passing through, its jurisdiction;

WHEREAS, online social media has become an important and common means of communication among individuals, community groups, businesses, governmental entities, and others, and allows users to represent themselves online. ERBM values and wishes to utilize social media to foster its public outreach and engagement; communicate information regarding ERBM programs, services, projects, issues, events, and activities; and build trusting relationships with its citizens; and

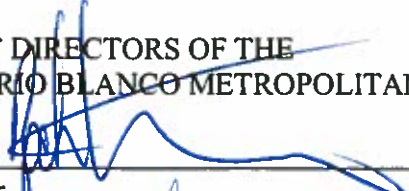
WHEREAS, in order to promote the organized and responsible use of social media as a public communications tool, the ERBM Board of Directors ("**Board**") has determined it is in the best interests of ERBM, its employees and volunteers, and its citizens to establish an Official-Use Social Media Policy to govern the official, on-duty use of social media by ERBM personnel and agents, including employees, volunteers, and Board members, for and on behalf of ERBM. A copy of the Official-Use Social Media Policy is attached as **Exhibit A**.

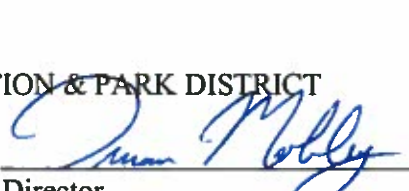
NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE EASTERN RIO BLANCO METROPOLITAN RECREATION & PARK DISTRICT:


1. The Official-Use Social Media Policy attached as Exhibit A is adopted, effective August 13, 2014.
2. The Board intends that the Official-Use Social Media Policy at all times comply with federal, state, and local laws, rules, and regulations. If any portion of the Official-Use Social Media Policy shall at any time be determined by a Court of competent jurisdiction to be invalid, all other provisions shall remain valid and in force to the fullest extent possible.

RESOLVED this 12th day of August, 2014.

BOARD OF DIRECTORS OF THE
EASTERN RIO BLANCO METROPOLITAN RECREATION & PARK DISTRICT

By: 
Director

By: 
Director

By: 
Director

By: _____
Director

By: 
Director

Exhibit A

EASTERN RIO BLANCO METROPOLITAN RECREATION & PARK DISTRICT OFFICIAL-USE SOCIAL MEDIA POLICY

Effective August 13, 2014

Policy Statement

Social media is a dynamic and evolving technology that allows enhanced communication among individuals, community groups, businesses, governmental entities, and others, and allows users to represent themselves online. ERBM values the opportunities social media provides to better access and connect with ERBM's citizens, community, and the broader public. ERBM wishes to use social media to foster its public outreach and engagement; communicate information regarding ERBM programs, services, projects, issues, events, and activities; and build trusting relationships with its citizens.

The manner in which ERBM presents itself through social media can have a significant impact on its reputation in the community and the services it provides. This policy is intended to promote the organized and responsible on-duty use of social media by ERBM personnel and agents, including employees, volunteers, and Board members, for and on behalf of ERBM.

Scope

This policy applies to the on-duty use of social media by ERBM personnel and agents, including all employees, volunteers, and Board members, for and on behalf of ERBM.

This policy does not apply to any personal use of social media, whether on- or off-duty, by ERBM personnel or agents, including employees, volunteers, or Board members. ERBM employees and volunteers must comply with the January 1, 2014 Employee Handbook and all other ERBM policies in their personal use of social media.

Definitions

1. **Authorized poster** means an ERBM employee, volunteer, contractor, consultant, Board member, or other agent who is authorized pursuant to this policy to engage in official social media activity.
2. **ERBM** means the Eastern Rio Blanco Metropolitan Recreation & Park District.
3. **Official posts** means content sent through or placed on official social media accounts by official posters, whether in the form of "status updates", "wall" messages, tweets, vines, blog entries, comments or responses, instant messages, photographs, videos, or otherwise.
4. **Official social media account** means a social media account of any kind or nature established by ERBM for official ERBM business purposes.
5. **Official social media activity** means an official poster's actions in posting to official social media accounts during on-duty time for and on behalf of ERBM.

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6. *Social media* means online platforms hosted by individuals or entities on which individuals, community groups, businesses, governmental entities, and others may post information, engage in conversation, solicit input, and/or otherwise share data, including but not limited to, message boards; conversation pages; chat rooms; podcasts; wikis; social networks such as Facebook, My Space, Friendster, and LinkedIn; personal or third-party blogs; photo sharing websites such as Photobucket, Flickr, and Shutterfly; Instagram; YouTube; Twitter; Vine; and Yahoo and Google applications. This definition also applies to new forms of social media that may arise in the future.

Policy

1. Authorized Posters.

Only authorized posters are permitted to post to official social media accounts for and on behalf of ERBM. An ERBM employee, volunteer, contractor, or consultant must receive authorization from the Executive Director to be an authorized poster. A Board member must receive authorization from the Board to be an authorized poster. The Executive Director or Board, as applicable, may revoke authorization to be an authorized poster with or without cause at any time, in his/its sole discretion.

Authorized posters may engage in official social media activity only during on-duty time and using ERBM owned or leased equipment. Authorized posters must ensure that their official social media activity does not interfere with performing their primary job duties.

2. Official Social Media Accounts.

All proposed new official social media accounts must be approved in advance by the Executive Director. In considering whether to approve an official social media account, the Executive Director will consider whether the proposed official social media account furthers ERBM's social media purposes of public outreach and engagement, communicating information regarding ERBM programs, services, projects, issues, events, and activities, and building trusting relationships with its citizens.

Proper purposes of official social media accounts include the dissemination of information regarding matters such as, but not limited to:

- Ongoing or upcoming programs, events, and activities provided by ERBM;
- Ongoing or upcoming special events or celebrations to which the public is invited;
- The types of services ERBM provides to the public;
- Recreation safety resources and tips;
- Important operational notices, such as program changes, hours or other scheduling adjustments, and closures;
- New developments at ERBM, such as the acquisition of new facilities, equipment, or personnel; involvement in community events; or the award or receipt of accolades or grant funds;
- Recruitment of new personnel; and
- Local and community affairs affecting or involving ERBM.

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Official social media accounts may not be used to conduct personal business or to engage in purely interdepartmental communications. The Executive Director may revoke the approval of any official social media account with or without cause at any time, in his/her sole discretion.

Each official social media account must clearly state that it is operated and maintained by ERBM, conspicuously display ERBM's logo, and provide easy access to ERBM's contact information and a link to ERBM's official website.

3. No Expectation of Privacy.

Authorized posters have no reasonable expectation of privacy when engaging in official social media activity or while using ERBM owned or leased equipment, even if the authorized poster is using ERBM's equipment to access his/her personal email account or other, personal social media. ERBM has the right to, and does, monitor and review content posted to official social media accounts and other electronic transmissions created, stored, sent, or received on ERBM's equipment. Pursuant to C.R.S. § 24-72-203, authorized posters are advised that all official posts and any electronic transmissions created, stored, sent, or received on ERBM's equipment may be deemed a public record and subject to disclosure under the Colorado Public (Open) Records Act.

USE OF ERBM OWNED OR LEASED EQUIPMENT CONSTITUTES THE AUTHORIZED POSTER'S CONSENT FOR ERBM TO MONITOR AND INTERCEPT THE AUTHORIZED POSTER'S COMMUNICATIONS WHILE IN TRANSIT, AFTER RECEIPT, OR WHILE STORED ON THE ERBM OWNED OR LEASED EQUIPMENT UNDER TITLES I AND II OF THE ELECTRONIC COMMUNICATIONS PRIVACY ACT OF 1986.

4. Ownership.

ERBM owns the right to all data and content included in an official post, and may re-use, alter, license, or otherwise use the same at any time and for any purpose whatsoever, in its sole discretion. All materials, information, and data generated or contributed by an authorized poster (collectively, "work product"), will constitute "work made for hire" as defined by the copyright laws of the United States. ERBM will be the sole and exclusive owner and copyright proprietor of all rights and title in and to the results and proceeds of the authorized poster's work product in whatever stage of completion.

By accepting designation as an "authorized poster", and by making, or preparing to make, an official post, an authorized poster irrevocably transfers and assigns to ERBM all right, title, and interest in and to any "right of publicity" with respect to any video, photograph, picture, drawing, or other media, whether in paper, electronic, or other form, that contains the authorized poster's image, likeness, voice, or identity.

5. Protect Confidential and Proprietary Information.

Authorized posters must not post the confidential and proprietary information of ERBM, its employees, volunteers, and Board members, the public, and third parties who have provided confidential information to ERBM. Confidential and proprietary information includes, but is not limited to:

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- The personal information of ERBM employees, volunteers, and Board members;
- Confidential personnel records or information regarding confidential personnel matters;
- Any information regarding ERBM's citizens, patrons, or other visitors;
- Competitive bid data;
- Local, regional, or national security information; and
- Any other information deemed confidential pursuant to ERBM policy.

6. Respect Others' Privacy.

Authorized posters must respect the privacy of ERBM employees, volunteers, and Board members, the public, and other third parties. Authorized posters must not reference individuals or entities by name or in a way that allows them to be individually identified, even for positive reasons such as receipt of an award, unless the individual or entity has given its permission to do so.

7. Comply with the Law and ERBM's Policies.

Authorized posters must comply with all federal, state, and local laws, rules, and regulations. Harassment, discrimination, bullying, disparaging statements, threats of violence, and retaliation are strictly prohibited.

Authorized posters must follow all copyright, fair use, trademark, and other intellectual property laws. Authorized posters must obtain permission from the owner and properly attribute any photos, music, video, or quotations used in official posts, other than those generated by ERBM personnel.

Authorized posters must know, understand, and comply with all other ERBM policies applicable to their official social media activity, including those contained in the January 1, 2014 Employee Handbook (for example, policies regarding confidentiality, communications systems, code of ethics, etc.). All official posts and content therein are subject to ERBM's document retention and destruction policy.

If an authorized poster is unsure whether the content he/she is considering posting violates a law, rule, or regulation, this policy, or any other ERBM policy, he/she must contact the Executive Director for clarification before posting.

8. Be Professional.

Official posts must be related to and promote ERBM's social media purposes of public outreach and engagement, communicating information regarding ERBM programs, services, projects, issues, events, and activities, and building trusting relationships with its citizens. Official posts must be complete, accurate, and polished (*i.e.*, edited, spell-checked, and using proper grammar and punctuation). If an official post contains a mistake or any misleading information, authorized posters must promptly acknowledge the error and correct the content of the official post.

Authorized posters must demonstrate respect for diversity of ideas, opinions, and beliefs, and are prohibited from posting profanity, obscenity, off-color humor, insults, slurs, personal attacks,

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harassing or discriminating language or images, or any other similar inappropriate or illegal content under any circumstances.

9. Responding to Comments.

Employees, volunteers, or Board members who observe negative comments about ERBM, its employees, volunteers, or Board members, or any third party posted on any of its official social media accounts should report the negative comment to the Executive Director. No employee, volunteer, or Board member, including an authorized poster, is authorized to respond to negative comments posted on ERBM's official social media accounts.

Employees and volunteers, including official posters, who are contacted by a member of the public, media, or a governmental entity regarding negative content contained in an official post must decline to comment and forward the inquiry to the Executive Director.

10. Demonstrate Good Judgment.

In addition to the specific policies and procedures identified above, authorized posters must demonstrate maturity and good judgment in their use of official social media accounts. Authorized posters are fully responsible for the content of their social media posts and must consider any consequences that may result to them; to ERBM; to ERBM's employees, volunteers, Board members, and vendors; and to members of the public and other local governmental agencies.

11. Free Speech on Matters of Public Concern.

Nothing in this policy is intended to restrict in any manner, and will not be applied so as to limit, the constitutional or common law right of ERBM employees, volunteers, and Board members to comment upon matters of public concern, to the extent protected by, and consistent with, applicable law.

Discipline for Violations

Any official post that fails to comply with this policy may be removed or modified by ERBM, in its sole discretion. Employees or volunteers who violate this policy may be subject to corrective or disciplinary action, up to and including termination of employment or volunteer service.