



Lompoc Community Benefit Foundation Regular Meeting Minutes

Tuesday, April 25, 2023

City Hall, 100 Civic Center Plaza, Council Chamber

Pursuant to State Law, any member of the public may address the Foundation concerning any Item on the Agenda. Please be aware that Items on the Consent Calendar are considered to be routine and are normally enacted by one vote of the City Council. If you wish to speak on a Consent Calendar Item, please do so during "Public Comment on Consent Calendar Items".

Any documents produced by the City and distributed to a majority of the Foundation regarding any item on this agenda will be made available the Friday before a meeting at the City Clerk's Office at City Hall, 100 Civic Center Plaza, Monday through Friday between 9 a.m. and 5 p.m. and at the Information Desk at the Lompoc Library, 501 E. North Avenue, Lompoc, California, Monday - Thursday between 10 a.m. and 7 p.m. and Friday and Saturday between 1 p.m. and 5 p.m. The City may charge customary photocopying charges for copies of such documents.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, including review of the Agenda and related documents, please contact the City Clerk at (805) 875-8241 as soon as possible prior to the meeting. This will allow time for the City to make reasonable arrangements to ensure accessibility to the meeting.

OPEN SESSION – 6:00 P.M. – Council Chamber

Foundation Members Present: Olivia Magana, Luis Castaneda, Dave Baker, and Chair Jenelle Osborne. Susan Gallacher and Eric Oviatt arrived at 6:05pm after the Consent Calendar was called.

Staff Present: Executive Director Dean Albro and Secretary Clerk Stacey Haddon.

PUBLIC COMMENT ON CONSENT CALENDAR ITEMS (Maximum of 3 Minutes): None

CONSENT CALENDAR:

ACTION: Motion/Second: Baker/Magana. By a 4-0-3 vote (Members Skinner, Oviatt, and Gallacher were absent) the Foundation:

1. Approved the Minutes of the Lompoc Community Benefit Foundation Regular Meeting of October 27, 2022

UNFINISHED BUSINESS:

2. Continued Discussion of Purpose and Goals of Foundation and Next Steps for Pursuing Purposes and Goals.

The Foundation discussed this matter at length and decided to halt further discussion to move to Item No. 3, and return to this matter later in the meeting.

The stated purpose of the Foundation in the Bylaws is to “provide financial support for the programs and purposes of the City of Lompoc in order to benefit the Lompoc community.” The staff report presented to the Lompoc City Council discussed the following purposes: “(1) to create an entity that could apply for grants from non-governmental organizations (NGOs), and (2) to make it easier for individuals and entities to donate money for City purposes by allowing them to donate to a 501(c)(3) tax-exempt organization.”

3. Discussion and Possible Action Regarding a Logo, a Mission Statement, Branding, and Marketing, of the Lompoc Community Benefit Foundation.

Chair Osborne proposed the following as the Foundation’s Mission Statement: ***The Lompoc Community Benefit Foundation is a non-profit organization whose purpose is to provide assistance to fund parks, recreation, library, public safety, and beautification improvements and programs for the City of Lompoc.***

After some discussion of the proposed Statement the Foundation agreed to additional language to be added to the proposed Statement in recognition of the local business community.

The Foundation discussed at length ideas for a possible logo for the Foundation, ideas and images that could embody hopefulness, rebirth, space and agriculture, and relentlessness.

Public Comment: None

ACTION: Motion/Second: Baker/Castaneda. By a 6-0-1 vote (Member Skinner was absent) the Foundation approved the Mission Statement to be as follows:

The Lompoc Community Benefit Foundation is a non-profit organization whose purpose is to provide assistance to fund parks, recreation, library, public safety, and beautification improvements and programs for the City of Lompoc in collaboration with the local business community.

With a General Consensus, the Foundation appointed Chair Jenelle Osborne and Vice Chair Dave Baker to an ad-hoc committee to craft a logo and donation letter to be brought forward to the entire Foundation for review and possible approval at a future meeting.

4. Continued Discussion of and Possible Action to Adopt a Social Media Policy for the Foundation.

ACTION: Motion/Second: Castaneda/Gallacher. By a 6-0-1 vote (Member Skinner was absent) the Foundation continued this item to the next regular Foundation Meeting.

Item No. 2 was returned to for further discussion

2. **Continued Discussion of Purpose and Goals of Foundation and Next Steps for Pursuing Purposes and Goals.**

The stated purpose of the Foundation in the Bylaws is to “provide financial support for the programs and purposes of the City of Lompoc in order to benefit the Lompoc community.” The staff report presented to the Lompoc City Council discussed the following purposes: “(1) to create an entity that could apply for grants from non-governmental organizations (NGOs), and (2) to make it easier for individuals and entities to donate money for City purposes by allowing them to donate to a 501(c)(3) tax-exempt organization.”

Public Comment: None

Chair Jenelle Osborne suggested each Foundation Member provide ideas for the Foundation’s first year goals at the next regular Foundation meeting.

WRITTEN COMMUNICATIONS: None

MEMBER COMMENTS AND REPORTS:

Chair Jenelle Osborne requested the Foundation meet once a month for the next six (6) months, Secretary Stacey Haddon will send out calendar notices to all Foundation Members to confirm dates of the meetings.

Member Magana thanked Chair Osborne for her commitment to the Foundation and the rest of the Foundation for their continued work in and for this community.

ADJOURNMENT: At 6:53 P.M. Chair Osborne adjourned the Lompoc Community Benefit Foundation to a Regular Meeting on a date to be determined in May 2023 at 6:00 P.M., in City of Lompoc Council Chamber.

Respectfully, submitted to the Foundation for approval on May 25, 2023 by: *Stacey Haddon*
Stacey Haddon, Secretary

Date: 7/7/2022

SUBJECT: the Foundation OF LOMPOG LOMPOC COMMUNITY BENEFIT FOUNDATION SOCIAL MEDIA SOCIAL MEDIA USAGE POLICY

I. PURPOSE

The purpose of this policy is to establish the Lompoc Community Benefit Foundation policy, general standards and responsibilities for the acceptable use of Social Media social media. The policy governs the use, administration, management, and monitoring, and retention of Social Media social media and Social Media social media content, consistent with state, and federal law and the the Foundation's laws and regulations bylaws, and the Foundation's goals. All content created, received, transmitted, stored on, or deleted from the Foundation's information systems is exclusively the property of the Foundation or, to the extent provided by applicable law, of the person or entity that created or owns the copyright or trademark rights to that content.

II. APPLICATION - CITY'S EMPLOYEES

This policy applies to all uses of Ssocial Mmedia by the Foundation's board members, officers, employees, consultants, and volunteers maintaining, using, or providing oversight of the Foundation's Social Media social media tools.

Except as provided in Section VI below specifically provided herein, this policy does not apply to the Foundation's employees' private activities on their private Social Media social media sites.

III. APPLICATION - USERS OF THE FOUNDATION'S SOCIAL MEDIA SITES

~~This policy also applies to members of the public who use the Foundation's Social Media sites and is intended to work in conjunction with the Foundation's adopted personnel rules and regulations.~~

IV. III. BENEFITS OF SOCIAL MEDIA SOCIAL MEDIA TOOLS

When used in accordance with applicable laws, regulations, and policies as well as prudent operational, security, and privacy considerations, Webweb-based Social Media social media tools can (at little to no cost): Enhance the speed, reach, and targeting of communications (including during disaster/emergency incidents); Facilitate facilitate collaboration; Improve-improve the provision of information to the City of Lompoc's residents social media users; Increase-increase citizen engagement and dialogue; Streamline-streamline processes; Foster-foster productivity improvements; and Increase increase the Foundation's ability to broadcast messages to the widest possible audience.

V.IV. DEFINITIONS

"Authorized ~~Employee~~person" refers to ~~an Employee~~any person who is authorized by the Board Members or this Policy to post and comment on the Foundation ~~Social Media~~social media sites on behalf of the ~~the~~ Foundation. ~~"Department" means a department or division of the foundation.~~

"Foundation" means Lompoc Community Benefit Foundation. ~~"Department" means a department or division of the foundation.~~

~~"Employee" includes, but is not limited to, full-time and part-time employees, contractors, contract workers, interns, and volunteers of the the Foundation.~~

~~"Social Media~~Social media" refers to internet technologies that facilitate and promote interactive communication, participation, and collaboration. Examples of ~~Social Media~~social media include, but are not limited to, the Web sites and applications known as ~~Blogger, Facebook, LinkedIn, Twitter, Instagram, TikTok, Pinterest, Tumblr, Foursquare, Meetup.com, Flickr, and YouTube, Yelp and Wikipedia, and the interactive tools and functions they provide to users.~~

~~"Social Media Provider" means a provider of a Social Media service such as Blogger, Facebook, LinkedIn, Twitter, Instagram, Pinterest, Tumblr, Foursquare, Meetup.com, Flickr, YouTube, Yelp and Wikipedia, and the interactive tools and functions they provide to users.~~

~~"User" refers to a member of the public, or an Employee acting solely in their private capacity, who view, use, or comment on the Foundation Social Media sites.~~V. _____

~~VI. USE OF THE FOUNDATION SOCIAL MEDIA SITES BY THE FOUNDATION EMPLOYEES~~

GOALS

The goals of social media use by the Foundation are to:

~~VII.~~

- ~~1.~~ 1. Provide more of the Foundation's information to a greater number of ~~the City of Lompoc's people~~ residents and businesses.
- ~~2.~~ 2. Enhance the Foundation's communication efforts, announcements, and events.
- ~~3.~~ 3. Serve as a source to build awareness of and ~~i~~ interest ~~and quality of life~~ in the ~~the~~ Foundation.
- ~~4.~~ 4. Attract the public to the Foundation's website.

~~65.~~ Disseminate timely and relevant information that is clear and concise, while avoiding overwhelming the Foundation's followers with frivolous and redundant information.

VI.

VIII. GENERAL POLICIES

~~1.~~ 1. The Foundation's website (~~http://www.?????????.com~~) will remain the Foundation's primary internet presence.

~~2.~~ 2. The Foundation's ~~Social Media~~ social media tools are most appropriately used to increase the Foundation's ability to broadcast its messages to the widest possible audience.

~~3.~~ 3. The Foundation's ~~Social Media~~ social media sites shall comply with usage rules and regulations required by the ~~Social Media~~ social media ~~Provider~~, including any privacy policies.

~~4.~~ 4. All the Foundation's ~~Social Media~~ social media sites shall adhere to applicable federal, state, and local laws, regulations and policies. This includes laws and policies regarding copyrights, records retention, ~~Freedom of Information Act~~ the Public Records Act, ~~the~~ First Amendment, privacy laws, and information security.

~~5.~~ 5. The Foundation's ~~Social Media~~ social media sites shall comply with ~~the Foundation's Conflict of Interest Code and~~ applicable ethics rules and policies.

~~6.~~ 6. Wherever possible, content posted to the Foundation's ~~Social Media~~ social media sites will also be made available on the Foundation's website.

~~7.~~ ~~the~~ 7. The Foundation's ~~Social Media~~ social media sites shall be managed consistent with ~~the~~ the Brown Act. Members of the Foundation's Board of Directors, shall not respond ~~to~~ or participate in any published postings, or use the Foundation's

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~~Social Media~~social media sites to respond to, post, blog, engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter of the ~~jurisdiction of the body~~Foundation. Such ~~Board~~ members shall be notified of these restrictions.

~~12.—8.~~ The Foundation's ~~Social Media~~social media sites are subject to the California Public Records Act ~~and Proposition 59, amending Article 1, Section 3 of the California Constitution~~. Any content maintained in a ~~Social Media~~social media format that is related to the ~~the~~ Foundation's business, including a list of subscribers and posted communication (with certain exceptions), is a disclosable public record. The ~~the~~ Foundation Secretary is responsible for responding completely and accurately to any public records request for public records on ~~Social Media~~social media; ~~provided, however, that such requests shall be handled in collaboration with the City Attorney's Office, with consultation from legal counsel as needed~~.
—Content related to the Foundation's business shall be maintained in an accessible format, so it can be produced in response to a request. ~~Wherever possible, such sites shall clearly indicate any articles and any other content posted or submitted for posting may be or are subject to public disclosure upon request.~~

~~13.—~~ California law and the Foundations relevant records retention schedules apply to Social Media formats and Social Media content. Unless otherwise addressed in a specific Social Media standards document, the Public Information Office shall preserve records required to be maintained pursuant to a relevant records retention schedule for the required retention period on one of the Foundation's servers or readily accessible by the ~~the~~ Foundation, in a format that preserves the integrity of the original record.

~~14.~~ Users of the Foundation Social Media sites shall be notified that the intended purpose of such sites is to serve as a means of communication between the Foundation and members of the public, and is not intended to create a quasi-public or public forum.

~~15.~~ 9. Users shall be informed by posting to the Foundation's ~~Social Media~~social media sites that the ~~the~~ Foundation disclaims any and all responsibility and liability for any materials posted on its ~~Social Media~~social media sites.

~~16.—10.~~ 10. The ~~the~~ Foundation reserves the right to restrict or remove any content that is deemed in violation of this Policy.

~~17.—~~ The Employee and the Board Member's will have administrative and editing privileges and oversight on any and all the Foundation's Social Media sites.

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~~20. Board Members may request review and approval of additional Social Media sites, as needed.~~

~~IX.~~ VII. PROCEDURES

~~1. General Administration of the Foundation's Social Media sites~~

The following procedures provide the degree to which authorized ~~employees~~ persons are allowed to access the Foundation's ~~Social Media~~ social media sites ~~while acting in the course and scope of employment and the process for gaining such access.~~

~~a.~~ 1. Only the Board Members are authorized to create ~~Social Media~~ social media accounts and sites on behalf of the Foundation. ~~The Board Member~~ However, Board Members may delegate this authority to any ~~Authorized Employee~~ other person.

~~b.~~ 2. In creating a ~~Social Media~~ social media account or site, only official Foundation information shall be used. For example, if ~~in the creation of a Facebook page,~~ an email address is required for registration, then only an official Foundation email address may be used.

3. Only ~~the the Foundation Manager or Assistant the Foundation Manager and Public Information Officer~~ individuals designated by the Board of Directors are authorized to post, or delegate the authority to post, material on any ~~Social Media~~ social media sites on behalf of ~~the the the~~ the Foundation.

4. Any person's access of personal social media sites through the Foundation's information systems may be subject to disclosure under the California Public Records Act, or through a legal proceeding, and is subject to monitoring by the Foundation.

~~c.~~

~~d.~~ Any Authorized Employee shall review, be familiar with and comply with a Social Media Provider's policies.

~~e.~~ Prior to being authorized, each Employee shall sign an acknowledgment of receipt of this Policy which also indicates that he or she has read and understands this Policy and agrees to be bound by the Policy's provisions. These employees must also undergo social media training through the the Foundation before being authorized to manage these sites. An easily-accessible list will be retained by the Foundation of employees authorized to manage the Foundation social media pages. Authorized Employees shall:

~~i. Not post personal comments or personal photos on the the Foundation's Social Media sites while acting in the course and scope of performing their the Foundation duties.~~

~~ii. Be transparent and truthful when posting - honesty or dishonesty will be quickly noticed in the Social Media environment. Always be careful and considerate. Once the words are out there, they cannot be taken back.~~

~~iii. Be timely - Authorized Employees should regularly review the Foundation's Social Media sites they are assigned to ensure content is current, accurate, and appropriate.~~

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~~iv. Be cautious – ensure efforts are transparent, do not violate the Foundation's privacy, confidentiality, and legal guidelines and requirements. Do not publish any material that is confidential or internal to the Foundation.~~

~~v. Admit mistakes – be upfront and quick with a correction, and promptly notify the relevant Department head.~~

~~IV. GUIDELINES ON USAGE OF THE FOUNDATION'S SOCIAL MEDIA SITES BY AUTHORIZED EMPLOYEES AND EMPLOYEES.~~

~~These guidelines are provided herein on how Authorized Employees and Employees are expected to use the Foundation's Social Media sites while at work and within their scope of employment.~~

~~a. Use of the Foundation's Social Media by Authorized Employees, when acting within the scope of their employment, shall only be for communication from the Foundation to the public, and for the purpose of fulfilling job duties.~~

~~b. Employees shall not comment or post on any non-Foundation Social Media sites or any Foundation Social Media sites on behalf of the Foundation unless specifically authorized by the Foundation Manager as an Authorized Employee.~~

~~c. Information and communications should be organized in a manner that avoids the posting of duplicative or conflicting information.~~

~~d. When posting on behalf of the Foundation, Authorized Employees shall conduct themselves as professional representatives of the Foundation and shall review, be familiar with, and comply with all of the Foundation's policies and procedures.~~

~~e. All posts shall be consistent with written or published information from the Foundation. Authorized Employees shall not express his or her personal views or concerns when posting on behalf of the Foundation.~~

~~f. All posting, checking, viewing, monitoring, or responding to any notification or communication by Authorized Employees related to any non-Foundation Social Media sites and any of the Foundation's Social Media sites shall only be made while such Authorized Employees are working within the scope of their employment and while such Authorized Employees are on duty.~~

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~~However, there may be circumstances that Authorized Employees may be required to post, check, view, monitor, or respond to notifications or communications related to any non-Foundation Social Media sites or any Foundation Social Media sites while off duty. Any posting, checking, viewing, monitoring, or responding to any notifications or communications related to any non-Foundation Social Media sites or any of the Foundation's Social Media sites occurring off duty, requiring more than a de minimis amount of time (e.g., greater than five minutes), shall be subject to the following:~~

- ~~i. All such work shall be pre-authorized and subject to the overtime regulations found in the Foundation's adopted personnel rules and regulations.~~
- ~~ii. All such work shall be logged and submitted to the Foundation for labor compliance purposes.~~
- ~~iii. Authorized Employees shall in no event work off duty without logging their hours worked.~~

~~Notwithstanding, the above-mentioned requirements do not apply to exempt Authorized Employees.~~

~~a. Employees shall not utilize tools or techniques to spoof, masquerade, or assume any identity or credentials except for legitimate law enforcement purposes, or for other legitimate Foundation purposes as defined in the Foundation policy. VIII.~~

X. CONTENT REQUIREMENTS FOR THE FOUNDATION SOCIAL MEDIASOCIAL MEDIA SITES

Authorized ~~employees~~ persons establishing and using the Foundation ~~Social Mediasocial media~~ sites shall be responsible for establishing, publishing, and consistently updating such ~~Social Mediasocial media~~ sites. ~~Although it will be the Foundations responsibility to maintain the content,~~ The Foundation Manager and/or Assistant Foundation Manager will monitor the content on each of the Foundation's ~~Social Mediasocial media~~ sites to ensure a consistent Foundation-wide message is being conveyed and ensure adherence to this Policy.

~~Personal comments and personal photos shall not be posted on the Foundation's social media sites.~~

~~All content posted on the Foundation's social media sites shall be truthful and professional, shall be courteous and polite to all members of the public, shall be regularly updated so as to be timely and accurate, and shall not include confidential information.~~

~~Social media posts shall: In terms of content, each post must:~~

a. ~~1.~~ 1. Be timely, informative, and must be Foundation-related.

b. ~~C~~ Contain only information that is otherwise freely available to the public (e.g., press releases, public news and events, ~~street closures, traffic issues, weather, police public announcements, job postings, and emergency notices~~) and that is not made confidential by any policy of the Foundation, or by any other local, state, or federal law.

2.

e. Pertain to Foundation-sponsored or Foundation-endorsed programs, services, and events. Content includes, but is not limited to, information, photos, and video. Content may also include hyperlinks directing users back to the Foundation's official website for in-depth information, ~~forms, or~~ documents, ~~or online services~~ necessary to conduct business with the Foundation.

f. 3. Use proper grammar and, to the extent possible, shall avoid the use of jargon, abbreviations, and acronyms.

g. 4. Not contain any personal information except the names of ~~Employees persons~~ who are a designated contact person for the Foundation ~~whose job duties include being available for contact by the public.~~

h. 5. Not contain any photos or images of anyone who can be identified without first obtaining a signed release of any such person, or parent of a minor, so depicted, except for publicly obtained pictures/videos involving public social events or obtained from the public domain.

6.

i. Not contain the Foundation's logo ~~or seal~~ for any reason unless approved in advance by the ~~Foundation Manager~~ Board of Directors.

~~2.~~ 7. Branding: Branding is important. All Foundation ~~Social Media~~ social media sites shall clearly

indicate that they are maintained by the Foundation and, to assure that the public can identify that the information is from an official Foundation source, shall prominently display:

~~a.~~ a. A text statement identifying the Foundations ~~Social Media~~ social media site as the official site for

the Foundation, such as "This the official Facebook page for the Lompoc Community Benefit Foundation."

~~b.~~ b. The relevant Foundation telephone number,

~~c.~~ c. The relevant Foundation contact e-mail address ~~(which shall be "staffed" by at least two Employees to monitor in a manner that is in compliant with this Policy and the Foundation's applicable personnel regulations),~~ and

~~d.~~ d. The official ~~seal~~/logo of the Foundation, provided ~~that neither~~ that image may not be altered.

8.

~~3.~~ All comments posted to the Foundation's ~~Social Media~~social media sites shall be monitored ~~during regular Foundation business hours by Authorized Employees. City Social Media sites may be monitored outside of regular City business hours by exempt Authorized Employees or by designated nonexempt Authorized Employees. Any monitoring of City Social Media sites occurring by an Authorized Employee's while off duty must comply with the Foundation's overtime regulations and Sections (C)(2)(g) and (C)(2)(h) above.~~regularly.

9.

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~~5.~~ All posts or comments on any of the Foundation's ~~Social Media~~social media sites containing any of the following forms of content shall not be permitted and are subject to removal and/or restriction by ~~the Public Information Office, designated Facebook page managers, or the Foundation Manager or Assistant Foundation Manager~~persons authorized by the Board of Directors to take such actions:

- ~~a.~~ a. Content not related to the original topic, including random or unintelligible comments;
- ~~b.~~ b. Content that promotes, fosters or perpetuates discrimination on the basis of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation, status with regard to public assistance, or military and veteran status of any personage;
- ~~c.~~ c. Profane, obscene, violent or pornographic content and/or language;
- ~~d.~~ d. Solicitations of commerce, including, but not limited to, advertising of any business or product for sale;
- ~~e.~~ e. Encouragement or advocacy of illegal activity;
- ~~f.~~ f. Information that may tend to compromise the safety or security of the public ~~or public systems~~;
- ~~g.~~ g. Content that violates the legal ownership interest, such as a copyright, of any party;
- ~~h.~~ h. Comments in support of, or in opposition to, any political campaigns or ballot measures;
- ~~i.~~ i. Any content that violates any local, county, state or federal law or regulation;
- ~~j.~~ j. Defamatory or personal attacks; or
- ~~k.~~ k. Threats to any person or organization.

~~6.~~ To the extent possible, any video posted by an Authorized Employee to any Foundation Social Media sites shall also be posted on the Foundation's website.

~~7.~~ Responsibility for creating content, and regularly monitoring posted content, is given to a Department's Authorized Employee.

~~12.~~ 10. To the extent permitted by a Social Media Provider, all Departments possible, all social media posts shall use a consistent template as drafted or created by the Public

Information Office or format.

~~13. — No hyperlink shall be placed on any of the Foundation's Social Media sites by a Social Media Provider, their vendors, or their partners. However, each of the Foundation's Social Media sites may contain content, including, but not limited to, advertisements or hyperlinks over which the Foundation has no control. The Foundation shall not endorse any hyperlink~~

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~~or advertisement placed on any of the Foundation's Social Media sites by a Social Media Provider, their vendors, or their partners.~~

~~14.—11. Prior to posting any content, the Foundation shall secure and maintain full legal permission to use any content posted on the Foundation's Social Mediasocial media sites, such as permission to post any photos or videos. To the extent possible, the Foundation shall maintain full intellectual property rights to any content posted on each of the Foundation's Social Mediasocial media sites.~~

~~15. Prior to posting any content. Authorized Employees shall comply with all content approval procedures established by the Public Information Office and the Foundation Manager.~~

~~16. Employees shall not post or release proprietary, confidential, sensitive, personally identifiable information (PII).~~

~~XI. EMPLOYEE USE OF PERSONAL SOCIAL MEDIA WHILE ON DUTY~~

~~Employees are further prohibited from using personal Social Media for Foundation purposes.~~

~~XII. EMPLOYEE USE OF PERSONAL SOCIAL MEDIA WHILE OFF DUTY~~

~~This policy is not generally intended to govern Employees' use of personal Social Media accounts for personal purposes that is outside the workplace and using non-Foundation information systems. However, some such personal uses of Social Media may reflect on the Foundation or appear to represent Foundation's policy or to be on behalf of the Foundation.~~

~~XIII. Any Employee access of personal Social Media sites through the Foundation's information systems may be subject to disclosure under the California Public Records Act, or through a legal proceeding, and is subject to monitoring by the Foundation.12.~~

~~XIV. Postings and user profiles on personal Social Mediasocial media accounts must not state or imply that the views, conclusions, statements or other content are an official policy, statement, position, or communication of the Foundation, or represent the views of the Foundation or any Foundation Board Member or officer or Employee, unless specific permission has been given to the Employee by the Foundation Manager or Assistant Foundation Manager Board of Directors or such person designated by the Board of Directors.~~

~~XV. ACCEPTABLE USAGE BY THE PUBLIC~~

~~All Foundation Social Media sites shall conspicuously display to its public users,~~

~~or make available by a conspicuously displayed hyperlink to its public users, the following-~~

policy:

~~THE FOUNDATION SOCIAL MEDIA POLICY FOR PUBLIC USE~~

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~~PURPOSE~~

~~This Foundation's Social Media Policy for Public Use establishes guidelines for anyone who interacts with the Foundation through the Foundation Social Media sites including, but not limited to, websites, mobile applications, discussion boards, blogs, and news feeds.~~

~~The intended purpose behind establishing the Foundation Social Media sites is to disseminate information from the Foundation, about the Foundation, to its citizens. The Foundation has an overriding interest and expectation in deciding what is posted or communicated on behalf of the Foundation on the Foundation Social Media sites.~~

~~By interaction with the Foundation through any and all Foundation Social Media sites you agree to abide by this policy.~~

~~GENERAL POLICY~~

~~1. The Foundation reserves the right to restrict or remove any content that is deemed in violation of this Policy or any applicable law. Any content removed based on these guidelines must be retained by Foundation for a reasonable period of time, including the time, date and identity of the poster, when available.~~

~~2. These guidelines must be displayed to users or made available by hyperlink.~~

~~3. The Foundation will approach the use of Social Media tools as consistently as possible, enterprise wide.~~

~~4. The Foundation's website (<http://www.?????????.com/>) will remain the City's primary and predominant internet presence.~~

~~5. All Foundation's Social Media sites shall adhere to applicable federal, state and local laws, regulations and policies.~~

~~6. The Foundation's Social Media sites are subject to the California Public Records Act. Any content maintained in a Social Media format that is related to the Foundation's business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure.~~

~~7. This Social Media Policy may be revised at any time.~~

~~8. Comments on topics or issues not within the jurisdictional purview of the~~

~~Foundation, or in violation of this policy, may be removed. COMMENT POLICY~~

~~1. As a public entity the Foundation must abide by certain standards to serve all its~~

~~constituents in a civil and unbiased manner.~~

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~~2. — The intended purpose behind establishing Foundation Social Media sites is to disseminate information from the Foundation, about the Foundation, to its citizens.~~

~~3. — For purposes of this policy, "comments" include information, articles, pictures, videos or any other form of communicative content posted on any Foundation Social Media sites.~~

~~4. — Comments containing any of the following inappropriate forms of content shall not be permitted on the Foundation Social Media sites and are subject to removal and/or restriction by the Foundation Manager, or his or her designee, and/or the IT Division:~~

~~a. — Content not related to the original topic, including random or unintelligible comments;~~

~~b. — Content that promotes, fosters or perpetuates discrimination on the basis of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation, status with regard to public assistance, or military and veteran status of any personage;~~

~~c. — Profane, obscene, violent or pornographic content and/or language.~~

~~d. — Solicitations of commerce, including but not limited to advertising of any business or product for sale;~~

~~e. — Encouragement or advocacy of illegal activity;~~

~~f. — Information that may tend to compromise the safety or security of the public or public systems;~~

~~g. — Content that violates the legal ownership interest, such as a copyright, of any party;~~

~~h. — Comments in support of, or in opposition to, any political campaigns or ballot measures;~~

~~i. — Any content that violates any local, county, state or federal law or regulation.~~

~~j. — Defamatory or personal attacks; or~~

~~k. — Threats to any person or organization.~~

~~5. — A comment posted by a member of the public on any of the Foundation's Social Media sites is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the Foundation, nor do such comments necessarily reflect the opinions or policies of the Foundation.~~

~~6.—the Foundation reserves the right to deny access to the Foundation social media sites for any individual, who violates the Foundation's Social Media Policy, at any time and without prior notice.~~

~~7.—Departments shall monitor their Social Media sites for comments requesting responses from the Foundation and for comments in violation of this policy.~~

~~8.—When a Foundation employee responds to a comment, in his/her capacity as a Foundation employee, the employee's name and title should be made available, and the employee shall not share personal information about himself or herself, or other Foundation employees.~~

~~9.—All comments posted to any of the Foundation Social Media sites are also bound by [SOCIAL MEDIA PROVIDER]'s use _____ policy and the Foundation reserves the right to report any violation of [SOCIAL MEDIA PROVIDER]'s use policy to with the intent of taking appropriate and reasonable responsive action."~~

~~XVI. VIOLATIONS OF THIS POLICY BY EMPLOYEES~~

~~Violations of this Policy may subject Employees to disciplinary action pursuant to the Foundation's personnel rules and regulations.~~

Authorized:

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Date: _____

SUBJECT: LOMPOC COMMUNITY BENEFIT FOUNDATION SOCIAL MEDIA USAGE POLICY

I. PURPOSE

The purpose of this policy is to establish the Lompoc Community Benefit Foundation policy, general standards and responsibilities for the acceptable use of social media. The policy governs the use, administration, management, and monitoring of social media and social media content, consistent with state and federal law and the Foundation's bylaws. All content created, received, transmitted, stored on, or deleted from the Foundation's information systems is exclusively the property of the Foundation or, to the extent provided by applicable law, of the person or entity that created or owns the copyright or trademark rights to that content.

II. APPLICATION

This policy applies to all uses of social media by the Foundation's board members, officers, employees, consultants, and volunteers maintaining, using, or providing oversight of the Foundation's social media tools.

Except as specifically provided herein, this policy does not apply to private activities on private social media sites.

III. BENEFITS OF SOCIAL MEDIA TOOLS

When used in accordance with applicable laws, regulations, and policies as well as prudent operational, security, and privacy considerations, web-based social media tools can (at little to no cost): Enhance the speed, reach, and targeting of communications; facilitate collaboration; improve the provision of information to social media users; increase engagement and dialogue; streamline processes; foster productivity improvements; and increase the Foundation's ability to broadcast messages to the widest possible audience.

IV. DEFINITIONS

"Authorized person" refers to any person who is authorized by the Board Members or this Policy to post and comment on the Foundation social media sites on behalf of the Foundation.

"Foundation" means Lompoc Community Benefit Foundation.

"Social media" refers to internet technologies that facilitate and promote interactive communication, participation, and collaboration. Examples of social media include, but are not limited to, the Web sites and applications known as Facebook, LinkedIn, Twitter, Instagram, TikTok, and YouTube.

V. GOALS

The goals of social media use by the Foundation are to:

1. Provide more of the Foundation's information to a greater number of people and businesses.
2. Enhance the Foundation's communication efforts, announcements, and events.
3. Serve as a source to build awareness of and interest in the Foundation.
4. Attract the public to the Foundation's website.
5. Disseminate timely and relevant information that is clear and concise, while avoiding overwhelming the Foundation's followers with frivolous and redundant information.

VI. **GENERAL POLICIES**

1. The Foundation's website will remain the Foundation's primary internet presence.
2. The Foundation's social media tools are most appropriately used to increase the Foundation's ability to broadcast its messages to the widest possible audience.
3. The Foundation's social media sites shall comply with usage rules and regulations required by the social media provider, including any privacy policies.
4. All the Foundation's social media sites shall adhere to applicable federal, state, and local laws, regulations and policies. This includes laws and policies regarding copyrights, records retention, the Public Records Act, the First Amendment, privacy laws, and information security.
5. The Foundation's social media sites shall comply with applicable ethics rules and policies.
6. Wherever possible, content posted to the Foundation's social media sites will also be made available on the Foundation's website.
7. The Foundation's social media sites shall be managed consistent with the Brown Act. Members of the Foundation's Board of Directors shall not respond to or participate in any published postings, or use the Foundation's social media sites to respond to, post, blog, engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter of the Foundation. Board members shall be notified of these restrictions.
8. The Foundation's social media sites are subject to the California Public Records Act. Any content maintained in a social media format that is related to the Foundation's business, including a list of subscribers and posted communication (with certain exceptions) is a disclosable public record. The Foundation Secretary is responsible for responding completely and accurately to any public records request for public records on social media, with

consultation from legal counsel as needed. Content related to the Foundation's business shall be maintained in an accessible format, so it can be produced in response to a request.

9. Users shall be informed by posting to the Foundation's social media sites that the Foundation disclaims any and all responsibility and liability for any materials posted on its social media sites.

10. The Foundation reserves the right to restrict or remove any content that is deemed in violation of this Policy.

VII. PROCEDURES

The following procedures provide the degree to which authorized persons are allowed to access the Foundation's social media sites.

1. Only the Board Members are authorized to create social media accounts and sites on behalf of the Foundation. However, Board Members may delegate this authority to any other person.

2. In creating a social media account or site, only official Foundation information shall be used. For example, if an email address is required for registration, then only an official Foundation email address may be used.

3. Only individuals designated by the Board of Directors are authorized to post, or delegate the authority to post, material on any social media sites on behalf of the Foundation.

4. Any person's access of personal social media sites through the Foundation's information systems may be subject to disclosure under the California Public Records Act, or through a legal proceeding, and is subject to monitoring by the Foundation.

VIII. CONTENT REQUIREMENTS FOR FOUNDATION SOCIAL MEDIA SITES

Authorized persons establishing and using the Foundation social media sites shall be responsible for establishing, publishing, and consistently updating such social media sites. The [redacted] will monitor the content on each of the Foundation's social media sites to ensure a consistent Foundation-wide message is being conveyed and ensure adherence to this Policy.

Personal comments and personal photos shall not be posted on the Foundation's social media sites.

All content posted on the Foundation's social media sites shall be truthful and professional, shall be courteous and polite to all members of the public, shall be regularly updated so as to be timely and accurate, and shall not include confidential information.

Social media posts shall:

Commented [BW1]: Does the board want to designate a "social media Director" or "Communications Director" to be in charge of this?

Commented [BW2]: See comment above

1. Contain only information that is otherwise freely available to the public (e.g., press releases, public news and events) and that is not made confidential by any policy of the Foundation, or by any other local, state, or federal law.
2. Pertain to Foundation-sponsored or Foundation-endorsed programs, services, and events. Content includes, but is not limited to, information, photos, and video. Content may also include hyperlinks directing users back to the Foundation's official website for in-depth information or documents necessary to conduct business with the Foundation.
3. Use proper grammar and, to the extent possible, shall avoid the use of jargon, abbreviations, and acronyms.
4. Not contain any personal information except the names of persons who are a designated contact person for the Foundation.
5. Not contain any photos or images of anyone who can be identified without first obtaining a signed release of any such person, or parent of a minor, so depicted, except for publicly obtained pictures/videos involving public social events or obtained from the public domain.
6. Not contain the Foundation's logo for any reason unless approved in advance by the Board of Directors.
7. Branding: Branding is important. All Foundation social media sites shall clearly indicate that they are maintained by the Foundation and, to assure that the public can identify that the information is from an official Foundation source, shall prominently display:
 - a. A text statement identifying the Foundations social media site as the official site for the Foundation, such as "This the official Facebook page for the Lompoc Community Benefit Foundation,"
 - b. The relevant Foundation telephone number,
 - c. The relevant Foundation contact e-mail address, and
 - d. The official logo of the Foundation, provided that image may not be altered.
8. All comments posted to the Foundation's social media sites shall be monitored regularly.
9. All posts or comments on any of the Foundation's social media sites containing any of the following forms of content shall not be permitted and are subject to removal and/or restriction by persons authorized by the Board of Directors to take such actions:
 - a. Content not related to the original topic, including random or unintelligible comments;

- b. Content that promotes, fosters or perpetuates discrimination on the basis of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation, status with regard to public assistance, or military and veteran status of any personage;
 - c. Profane, obscene, violent or pornographic content and/or language;
 - d. Solicitations of commerce, including, but not limited to, advertising of any business or product for sale;
 - e. Encouragement or advocacy of illegal activity;
 - f. Information that may tend to compromise the safety or security of the public;
 - g. Content that violates the legal ownership interest, such as a copyright, of any party;
 - h. Comments in support of, or in opposition to, any political campaigns or ballot measures;
 - i. Any content that violates any local, county, state or federal law or regulation;
 - j. Defamatory or personal attacks; or
 - k. Threats to any person or organization.
10. To the extent possible, all social media posts shall use a consistent template or format.
11. Prior to posting any content, the Foundation shall secure and maintain full legal permission to use any content posted on the Foundation's social media sites, such as permission to post any photos or videos. To the extent possible, the Foundation shall maintain full intellectual property rights to any content posted on each of the Foundation's social media sites.
12. Postings and user profiles on personal social media accounts must not state or imply that the views, conclusions, statements or other content are an official policy, statement, position, or communication of the Foundation, or represent the views of the Foundation or any Foundation Board Member or officer, unless specific permission has been given by the Board of Directors or such person designated by the Board of Directors.