



## **Social Media Policy**

### **Purpose**

The Madera County Economic Development Commission (“MCEDC”) recognizes the value of social media as a tool to communicate with businesses, residents, community partners, visitors, and stakeholders throughout Madera County. MCEDC uses social media to share information regarding economic development initiatives, community events, programs, services, business resources, and other matters related to MCEDC’s mission.

This Social Media Policy establishes guidelines for the creation, management, and use of MCEDC social media platforms. The purpose of MCEDC’s social media presence is to provide timely and accurate information to the public while encouraging respectful and constructive community engagement.

Nothing in this policy is intended to prohibit or infringe upon communication, speech, or expression protected by state or federal law.

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### **General Policy**

MCEDC social media accounts are intended to serve as official communication channels of MCEDC. These accounts may include, but are not limited to:

- Facebook
- Instagram
- LinkedIn
- X (formerly Twitter)

MCEDC’s official website will remain the primary and official source for public information, documents, forms, and services.

Where appropriate, MCEDC social media pages should direct users back to the official MCEDC website for additional information.

Designated MCEDC staff members or authorized administrators are responsible for monitoring and managing MCEDC social media accounts to ensure compliance with this policy and all applicable laws, regulations, and MCEDC standards.

MCEDC reserves the right to restrict, hide, or remove content that violates this policy or applicable law. Any removed content may be retained by MCEDC for documentation purposes, including the date, time, and identity of the user when available.

All MCEDC social media platforms shall comply with applicable federal, state, and local laws, including the California Public Records Act. Content posted on MCEDC social media accounts, including comments and direct communications related to MCEDC business, may constitute public records subject to disclosure.

MCEDC may revise or update this policy at any time.

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### **Comment Policy**

MCEDC encourages respectful public engagement and welcomes comments related to the topics posted on its social media pages. However, as a public entity, MCEDC must maintain a safe, professional, and constructive online environment for all users.

Comments or content containing any of the following may be removed or restricted:

- Comments unrelated to the original topic or outside the scope of MCEDC's mission
- Profane, obscene, violent, or sexually explicit language or content
- Content that promotes discrimination based on race, religion, color, age, national origin, gender, sexual orientation, disability, or other protected status
- Threats, harassment, bullying, or defamatory statements toward any person or organization
- Hateful speech or content that incites violence
- Spam, repetitive posts, or solicitation of commerce unrelated to MCEDC business
- Promotion or endorsement of private businesses, products, or services unrelated to MCEDC initiatives
- Content that encourages illegal activity or violates any local, state, or federal law
- Information that may compromise public safety or security
- Content that violates intellectual property rights, including copyrights or trademarks
- False or misleading information presented as fact regarding MCEDC operations or programs

Public comments posted on MCEDC social media platforms reflect the opinions of the individual posting them and do not necessarily reflect the views or policies of MCEDC.

MCEDC reserves the right to limit or block access to its social media platforms for users who repeatedly violate this policy.

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### **Monitoring and Response**

MCEDC will monitor its social media platforms regularly for comments, questions, and policy violations.

MCEDC may respond to comments or inquiries when appropriate; however, social media platforms are not intended to serve as official channels for submitting formal requests, applications, legal notices, or public records requests.

Questions regarding MCEDC services may be directed to MCEDC through official contact methods listed on the MCEDC website.

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### **Reporting and Removal of Content**

If content is identified that may violate this policy, applicable law, or the rights of another party, MCEDC administrators shall review the content and determine appropriate action.

When content is removed, MCEDC may retain a record of the removed material, including the date, time, and user information when available, consistent with records retention requirements.

MCEDC reserves the right to deny or restrict access to its social media pages for violations of this policy.

All posts, comments, and content published on MCEDC's social media platforms are intended to support the mission, programs, events, and activities of the Madera County Economic Development Commission (MCEDC).

Content published by MCEDC on Facebook is subject to [Facebook's Terms of Service and Community Standards](#). MCEDC reserves the right to monitor, review, hide, or report content that violates these standards or is inconsistent with the purpose of the page.

Content published by MCEDC on Instagram is subject to [Instagram's Terms of Service and Community Guidelines](#). MCEDC reserves the right to monitor, review, remove, or report

content that violates these guidelines or is deemed inappropriate for the agency's social media platforms.

Content published by MCEDC on LinkedIn is subject to [LinkedIn's User Agreement and Professional Community Policies](#). MCEDC reserves the right to monitor, review, remove, or report content that violates applicable platform standards or is inconsistent with the professional purpose of the agency's social media platforms.

Content published by MCEDC on Twitter/X is subject to [Twitter/X Terms of Service](#) and platform policies. MCEDC reserves the right to monitor, review, remove, or report content that violates applicable platform rules or disrupts constructive public engagement.

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### **Terms of Service**

All users of MCEDC social media platforms are also subject to the terms, conditions, and community standards established by each individual social media provider.

MCEDC reserves the right to report violations of platform-specific terms of service to the applicable social media provider for review and appropriate action.