

Social Media Policy

San Diego Community Power's social media pages were created to update and inform those in our participating communities and are intended to serve as a means of communication between SDCP and the public. This policy is adopted to provide guidance and information both to the public and for SDCP's use of social media. This document establishes protocol for best practices when engaging with customers on social media and shall be revised as needed by SDCP.

The Chief Executive Officer shall implement this policy and is authorized to revise this policy as needed to reflect updated SDCP practices and legal developments. The Chief Executive Officer is also authorized to adopt a more detailed internal social media policy for use by SDCP employees, consultants, and agents for administering SDCP's social media pages.

Unless otherwise specifically noted, when SDCP establishes SDCP social media pages it does so to communicate to and inform the public and relay official SDCP content. SDCP therefore regulates the SDCP social media pages. SDCP social media pages, unless expressly noted, are not intended to operate as a traditional open public forum as there are ample open forums for purposes of expressing opinions and views.

When an SDCP social media page has not been opened as a traditional public forum or where the SDCP social media page has been opened as a non-public or limited public forum, SDCP is authorized to remove unauthorized content, comments, or links posted on that page that do not conform with the requirements of this policy; provided, however, that this will be performed in a viewpoint-neutral manner.

Comments containing any of the following are prohibited and are subject to removal by SDCP:

- Obscene, indecent, or profane language or content
- Direct threats
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, national origin, physical or mental disability, sexual orientation, gender identity or gender expression
- Disparaging, harassing or threatening content
- Sexual content or links to sexual content
- Spam or comments that are clearly unrelated to the topic raised for discussion
- Links to any site or content posted by automatic software programs (i.e. "bots")
- Promotion or encouragement of illegal activity
- Solicitation, promotion or endorsement of specific commercial services, products, or entities
- Content that appears to violate the intellectual property right of SDCP or a third party under federal or state law, including copyrights or trademarks

- Information that may compromise the safety or security of the public, public systems, or employees
- Personally identifiable information or sensitive personal information that if released violates federal or state law
- Promotion or endorsement of a political campaign or candidate
- Inaccurately implying the endorsement, approval, or sponsorship by SDCP

Any comments that are removed may be considered public records and will be retained by SDCP for a period of at least two (2) years, or for such other period as required by law or provided in SDCP's record retention schedule.

To the extent consistent with applicable law, SDCP reserves the right to deny access to its social media pages to any individual who, in the discretion of the Chief Executive Officer or his or her designee, violates the above standards. SDCP will make every effort to respond to comments and messages on social media accounts that require a response within one business day.

A comment posted by a member of the public on an SDCP social media page is the opinion of the commentator or poster only, and does not imply endorsement of, or agreement by, SDCP. SDCP does not guarantee the authenticity, accuracy, appropriateness, or security of external links, websites, or content linked thereto. Any content posted to a SDCP social media page, including posts by members of the public, may be considered a public record and subject to public disclosure.

