



Board Administration Policy

Social Media Policy

I. Purpose

- A. To provide guidance for use of social media, which SJCERA uses to engage the membership, employers, other stakeholders, and the general public. "Social Media" is an umbrella term that encompasses the various activities that integrate technology, social interaction, and content creation.

II. Objective

- A. To facilitate stakeholder communication and education through the use of "Social Media," as used in this Policy, shall include all types of blogs, wikis, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites, applications, and electronic services that permit users to share information with others in a contemporaneous manner. (Current examples include, but are not limited to, Facebook, X, LinkedIn, YouTube, TikTok, Instagram, etc.)

III. Employee Access

- A. Access (for purposes of entering content) to all SJCERA Social Media sites will be specifically limited to the SJCERA Communications Department (including the Assistant Chief Executive Officer (ACEO) and Communications Officer (CO) and the Chief Executive Officer (CEO).
- B. SJCERA Social Media sites shall generally be accessed from SJCERA computers or devices during business hours, unless otherwise approved by the CEO or ACEO.

IV. Account Management

- A. Social Media sites will only be created, maintained, and/or shut down by the Communications Staff as approved by the CEO or his or her designee. SJCERA graphics standards shall be applied on all SJCERA Social Media sites.
- B. SJCERA Social Media accounts will use emails ending in SJCERA.org, unless a different email is required by the Social Media site (e.g., Gmail for YouTube).
- C. SJCERA Social Media accounts will be tracked and updated by the Communications Staff. If technical requirements need to be met, the Communications Department should coordinate such efforts with the Information Technology Department.
- D. SJCERA Communications Staff shall not respond to comments made by the general public on any SJCERA Social Media site. Social Media content is intended for one-way communications. However, the Communications Officer shall monitor SJCERA Social Media site comments and will look to see where educational information can be created and deployed to satisfy any questions or comments.

V. Acceptable Use and Trustee and Employee Conduct

- A. SJCERA Social Media sites shall be used to promote SJCERA, provide information about SJCERA plan information, job opportunities and to describe SJCERA or related San Joaquin County events only.
- B. SJCERA Trustees and Employees shall adhere to current acceptable use policies regarding professionalism and communication practices where applicable to include but not limited to the SJCERA Bylaws and the Ex Parte Communications Policy.
- C. SJCERA Trustees and Employees retain the same rights as private citizens with regard to posting or commenting on an SJCERA Social Media site. They must enter such comments from their private accounts and not an SJCERA account. They must comment solely in their capacity as a private citizen, not a SJCERA trustee or employee. Trustees and Employees are cautioned to use care and discretion as their posts, like any other individuals' posts, are public. Consequently, posting and/or communication should include no form of profanity, obscenity, or copyright violations. Likewise, confidential or non-public information shall not be shared.

VI. Acceptable Content

- A. Postings to SJCERA Social Media sites are designed and processed by the Communications Department. Primarily, postings will be of previously approved messaging. Postings that have not been previously approved must pass through a SJCERA review process.
- B. All SJCERA communication through Social Media outlets should remain professional in nature and should always be conducted in accordance with SJCERA's communications policies, practices, and expectations.
- C. Only employees with express authorization may use Social Media to communicate on behalf of SJCERA. Such staff shall be mindful that any statements made are on behalf of SJCERA. Once these comments or posts are made, they can be seen by anyone and may not be able to be deleted. Accordingly, communication should include no form of profanity, obscenity, or copyright violations. Likewise, confidential or non-public information shall not be shared. Counsel's Office shall be consulted prior to posting any information that could possibly be confidential or non-public.
- D. Political, social and religious opinions, personal opinions, pension advocacy, and any other potentially controversial postings are prohibited. If there is a potentially questionable post, prior review by the CEO or designee is required.
- E. Links on SJCERA's Social Media accounts shall reference users back to the SJCERA website, www.SJCERA.org, for information, forms, documents, or other SJCERA Social Media sites, and online services that help individuals conduct business with SJCERA.
- F. Content posted or edited by SJCERA will be retained for a minimum of thirty (30) days, unless it is transitory or ephemeral content, like directions to SJCERA, or unless otherwise directed by the CEO or ACEO.

VII. Unacceptable Content

- A. SJCERA Social Media site content and comments containing any of the following forms of content shall not be allowed and shall be promptly removed, consistent with applicable law and the First Amendment.

Comments will only be removed if they violate the content standards in this Policy or as otherwise permitted by law.:

1. Profane or threatening language or content.
2. Sexual content or links to sexual content.
3. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, ancestry, age, religion, gender or gender expression, marital status, AIDS/HIV, status with regard to public assistance, national origin, medical condition, political activities or affiliations, military or veteran status, physical or mental disability, or sexual orientation.
4. Solicitations or commerce, including but not limited to, advertising of any non-government related event, or business or product for sale.
5. Conduct or encouragement of illegal activity.
6. Information that may compromise the safety or security of the public or public systems.
7. Content that violates a legal ownership interest of any other party.
8. Potentially libelous or defamatory comments.
9. Private or personal information published without consent.

VIII. Security

- A. SJCERA employees shall not post confidential or non-public information, including but not limited to individual member records, personally identifiable information, proprietary investment information, or any data exempt from disclosure under the California Public Records Act (CPRA), on any Social Media site.
- B. Should a member post confidential or non-public information on a Social Media site, the SJCERA Communications Staff shall immediately delete the information once recognized. If the Communications Officer is unavailable, the escalation path shall be the ACEO, then the CEO, and then General Counsel if legal concerns arise. Department Managers shall also take appropriate corrective or disciplinary actions where applicable.

IX. Legal Issues

- A. Information posted by SJCERA on external sites and retained for thirty (30) days is subject to the California Public Records Act unless it is exempt as per Government Code sections 6250-6270. On each Social Media and external internet site established by SJCERA, SJCERA shall cause a notice to be published that informs third parties that any posting or information submitted by the third party could be a public record subject to a California Public Records Act request.
- B. Retention and disclosure of such content shall be consistent with SJCERA's Records Retention Policy and applicable law.

- C. This Policy is not intended to infringe upon any SJCERA Trustee or Employee's constitutional right of free speech.

X. Law Prevails

- A. In the event a conflict between this Policy and the County Employees Retirement Law, the Public Employees' Pension Reform Act, or other applicable state or federal law arises, the law shall prevail.

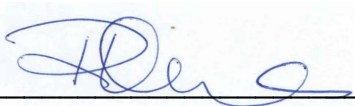
XI. Policy Review

- A. Staff shall review this Policy at least once every three years to ensure that it remains relevant, appropriate, and in compliance. Any revisions or amendments to this Policy must be approved by the Board in accordance with the bylaws.

XII. History

12/12/2025 Policy adopted by Board

Certification of Board Adoption:

	12/12/2025
_____ Clerk of the Board	_____ Date