

Franklin Soil & Water Conservation District is dedicated to fostering open and effective communication with residents through social media platforms. This policy outlines the guidelines for public engagement on our official social media channels, ensuring a respectful and constructive environment while protecting the integrity of our communications.

Policy

Social media has become a powerful tool for communication and information dissemination. The district uses these platforms to share information about local services, projects, events, and to engage with the community with an instant opportunity for dialogue with residents.

Official Use

The district's social media channels serve to:

- Be the trusted voice on county natural resource issues
- Educate the public about services and projects
- Encourage resident participation
- Respond to inquiries and comments in a timely manner
- Share relevant information from partner agencies
- Enhance relationships with partners and news media

An official District social media account is defined as any account created or maintained by the District that represents it. This does not include personal accounts of District employees.



Public Engagement

When interacting with Franklin Soil & Water Conservation District on social media, please adhere to the following guidelines:

- **Relevance:** Comments should be relevant to the topic being discussed.
- **Language:** Profane, obscene, or offensive language is prohibited.
- **Discrimination:** Content that promotes or perpetuates discrimination based on race, creed, color, age, religion, gender, marital status, national origin, public assistance status, disability, or sexual orientation is not allowed.
- **Defamation:** Posts that defame or disparage district employees or county residents are prohibited.
- **Sexual Content:** Sexual content or links to sexual content is not allowed.
- **Commercial Content:** Solicitation of commerce or advertisements is prohibited.
- **Illegal Content:** Posts that promote illegal activities or content are not allowed.
- **Safety and Security:** Content that compromises public safety or security is prohibited.
- **Accusations:** Accusations or implications of criminal conduct or immoral activity are not appropriate. Complaints against the district or its employees should be addressed through appropriate channels rather than social media.
- **Personal Information:** Do not post personal identifiable information, such as Social Security numbers or private contact information of district employees.
- **Legal Compliance:** Content must comply with all federal, state, and local laws, and must not violate legal ownership rights of others.

Enforcement

The district reserves the right to remove posts or comments that do not adhere to these guidelines and to block users who repeatedly violate our policy. Comments may also be hidden on Facebook when complete deletion is not warranted. Content will be documented for public record before deletion.



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Public Record

All content posted on official district social media accounts is subject to public disclosure under Ohio public records laws. Posts by the district constitute a public record and may not be deleted. Any edits to posts other than grammatical errors should include an “EDIT” tag at the beginning of the post followed by an explanation of the edited information.

Social Media Guidelines

- The District maintains Facebook, Instagram, LinkedIn, Tiktok and Youtube social media accounts.
- All staff members are encouraged to contribute content, but all content shall be submitted to the Public Outreach Coordinator for approval and posting.
- Social Media Team members should work to represent all FSWCD’s main program areas.