

Mid Rogue Fire District

Social Media / Communication Policy

Policy #: 2025-006

Revised: n/a

I. PURPOSE

To establish clear, lawful guidelines for the responsible use of social media and digital platforms by Mid Rogue Fire District (MRFD) personnel and Board members, ensuring professionalism, transparency, records compliance, employee privacy, and legal integrity.

II. SCOPE

Applies to all MRFD employees, volunteers, contractors, and Board members who:

- Use social media/digital platforms for official District communications, OR
- Maintain personal accounts that may be perceived as reflecting District views.

III. DEFINITIONS

- Social Media / Digital Platform: Online tools used for networking or sharing content (e.g. Facebook, X/Twitter, Instagram, websites, blogs, and forums).
- Official Communication: Posts or messages made in the name of MRFD.
- Personal Communication: Private social media activity not intended to represent MRFD.
- Public Record: Under ORS 192.311 and related statutes, any creation relating to public business—regardless of form—is a record maintained by a public body.

IV. LEGAL AUTHORITY & REQUIREMENTS

A. Public Records Law (ORS Chapter 192)

- All official social media postings and private postings used for District business are public records and must be captured, stored, and retained according to authorized retention schedules.
- The District must maintain written policies for use, retention, and ownership of public records.

B. Employee Social Media Account Privacy (ORS 659A.330 & OAR 839-005-0400)

- MRFD cannot compel an individual to divulge access credentials (like passwords) to personal social media accounts for non-official use.
- MRFD may investigate content only when provided voluntarily or when publicly accessible, and only to determine compliance with applicable laws or investigate misconduct.

C. Statewide Policies

- All MRFD social media use must adhere to state laws on public records, privacy, IT security, and records retention.

V. POLICY PROVISIONS

A. Official Use

1. Only authorized representatives may manage District social media accounts.

2. Official content must be accurate, professional, and aligned with District values.
3. All postings must be archived and retained per MRFD's retention schedule.

B. Personal Use

1. Personal accounts are private, but when discussing MRFD, members must:
 - Clearly state: "These views are mine alone and do not represent the Mid Rogue Fire District."
 - Never share confidential information.
2. MRFD may not request access to personal accounts unless voluntarily provided or publicly accessible.
3. Personal posts reflecting on MRFD must be respectful.

C. Board Member Use

- Board members may share public information but must not issue independent official statements.

D. Recordkeeping & Retention

- All digital content constituting public records must be archived.
- Duplication (e.g. screenshots) should be avoided unless necessary.

E. Prohibited Conduct

- Posting discriminatory, harassing, defamatory, or otherwise inappropriate content.
- Disclosing confidential or personnel information.
- Using District branding for personal or political purposes without authorization.

VI. ENFORCEMENT

- Violations by employees/volunteers may result in disciplinary action up to termination.
- Board violations may result in censure or referral under Oregon ethics laws.

VII. TRAINING & REVIEW

- MRFD shall train all users on social media laws, ORS compliance, and public records handling.
- This policy shall be reviewed every three years or as needed to stay aligned with legal updates.

Adopted by the Mid Rogue Fire District Board this _____ day of _____, 2025.

Board President: Mark Jones	Signed: _____	Date: _____
Vice President: Vincent Ownbey	Signed: _____	Date: _____
Secretary/Treasurer: Ralph Weidling	Signed: _____	Date: _____
Director: Tom McGowan	Signed: _____	Date: _____
Director: Roy Hauser	Signed: _____	Date: _____