

POLICY

It is the policy of the District to ensure the District is accurately and consistently represented to all external audiences so that the District maximizes its investment in public outreach and communications with proper use of the District name, logo, and brand.

It is the policy of the District to communicate to those outside of the District's organization for purposes of transparency, outreach collaboration, and information exchange in a way that establishes trust and demonstrates integrity.

It is the policy of the District to protect the privacy of its patrons, patients, employees, and other stakeholders.

It is the policy of the District that any communications with the media as a spokesperson, representative, or affiliate of the District are not authorized unless initiated by the Public Information Officer or their designee.

It is the policy of the District that unapproved communications do not constitute a legal or official notice or comment from the District or any official or employee of the District for any purpose.

RESPONSIBILITIES

On behalf of the District, the **Public Information Officer** is responsible for keeping the media informed on matters of public interest.

The **Public Information Officer** is responsible for responding to all contacts and inquiries, or interview requests from external sources, including the media.

It is the responsibility of **all employees** to not make public statements on behalf of the District or as a representative or an affiliate of the District without prior approval from the Public Information Officer.

The **Public Information Officer** is responsible for creating and maintaining Name and Logo Usage Guidelines for the District and to ensure such Guidelines are followed and are available to all District employees.

All employees are responsible for following the Name and Logo Usage Guidelines for the District.

PRACTICES

1. All media contacts and inquiries, or media interview requests from external sources shall be made to the Public Information Officer, preferably with the available name, title, media outlet or report contact information.
2. Only the Public Information Officer or designee is authorized to respond to the media on behalf of the District; meaning, only the Public Information Officer or designee is authorized to “speak” in an official capacity for the District, including comments on the Internet or social media or social networking.
3. Employees have the right to make public statements as private citizens; however, employees may not do so as a District spokesperson or as a representative or an affiliate of the District without prior approval from the Public Information Officer, including comments to local or national media, letters to the editor, blog postings, and all other related social media communications and comments, and any other external internet, print- or broadcast-based communications.
4. Employees shall immediately direct all media contacts and inquiries, or media interview requests, to the Public Information Officer, without comment.
5. Employees who receive any other external communication requests are to forward the request, in writing, to the Public Information Officer, including as much detail as possible about the nature of the request, i.e., the name, title, external communication opportunity or inquiry, and media outlet or reporter contact information, if applicable.

RELATED POLICIES

Disciplinary Process 621
Sunshine Law 872
Internet, Social Networking, and Social Media 892

REVISION HISTORY

Revision Date	Author	Revision Details
July 27, 2021	Monte Olsen	Initial version