



HUMBOLDT COUNTY ASSOCIATION OF GOVERNMENTS

**Regional Transportation Planning Agency
Humboldt County Local Transportation Authority
Service Authority for Freeway Emergencies**

611 I Street, Suite B

Eureka, CA 95501

(707) 444-8208

www.hcaog.net

AGENDA ITEM 10a
HCAOG Board Meeting
September 17, 2026

DATE: September 9, 2026
TO: HCAOG Board of Directors
FROM: Rob Holmlund, Executive Director
SUBJECT: **Draft Social Media Policy**

STAFF REPORT

Contents:

- Staff's Recommended Action
- Staff Summary
- Draft Social Media Policy

Staff's Recommended Action:

Motion to be approved by consent:

"I move that the Board adopt the HCAOG Social Media Policy"

Staff Summary:

HCAOG does not currently have a policy governing the use of social media. While HCAOG's Personnel Policies include some provisions related to employee use of social media, they do not address the management and use of HCAOG's official social media accounts.

The proposed Social Media Policy provides guidance for how HCAOG will use and manage its social media accounts. The policy states that HCAOG's social media is intended primarily as an information-sharing tool and addresses appropriate content, account ownership and security, public records and records retention requirements, and compliance with applicable laws, including the Brown Act. In addition, the policy addresses employees' personal social media use to clarify the distinction between personal accounts and official HCAOG communications.

The policy also establishes that comments will be disabled on HCAOG social media accounts. Disabling comments allows HCAOG to use social media as an information-sharing tool without creating a separate public discussion forum that would require ongoing monitoring and moderation, all of which would be subject to the California Public Records Act and is notoriously difficult to manage. Members of the public will continue to have opportunities to

provide comments and engage with HCAOG through established channels, including public meetings and direct communication with staff.

The purpose of the policy is to provide clear and consistent guidelines as HCAOG continues to use social media for public information, outreach, and recruitment. The draft Social Media Policy is attached for the Board's review and consideration.