

**Public Service Commission of the
District of Columbia**

SOCIAL MEDIA Policy



INTRODUCTION

The Public Service Commission of the District of Columbia (“Commission”) is committed to providing consumers with accurate and timely information. In today’s society, that information may be most efficiently delivered using social media. An equally important commitment is to give our constituents a way to express their views in a non-official forum. This goal can also be achieved in part through social media. The Commission is therefore expanding its use of social media and has developed this policy guide to assure that transparency, efficiency, participation and collaboration will be fostered and upheld.

The policy understands that "social media" is a broad term for the wide spectrum of interactive and user-driven content technologies, including social network platforms such as LinkedIn, Twitter, Facebook, YouTube, Yelp and Instagram.

Communications received through social media platforms will not be considered “official filings” or docketed in any formal case or proceeding of the Commission.

CODE OF CONDUCT PERTAINING TO USAGE OF SOCIAL MEDIA FOR A REGULATORY AGENCY

The following Code of Conduct applies across all platforms for employees and designated agents to follow in the administration of official accounts.

- The PSC will adhere to the operations put forth in the comprehensive Social Media Operating Procedures.
- The PSC will treat other users -- both internal and external -- with courtesy and respect. To do otherwise reflects poorly on the Commission and may violate other District laws or policies.
- The PSC will correct misinformation posted on our site in a polite, professional manner.
- The PSC will respond to requests for services immediately, directing consumers to the Office of Consumer Services (OCS) or other appropriate divisions for follow up. Please adhere to the District government policy on citizen engagement which requires a response within 24 hours or the next business day.
- The PSC will - associate your personal social media account with the official Commission account, upon approval. However, all measures will be taken to clearly identify your account as a personal account. Further, it should be clearly indicated that an employee’s online presence represents views and opinions separate from the Commission, and are purely their own.
- The PSC will not post personally identifiable information (PII) and will not discuss pending actions, personal or corporate, on social media platforms.
- The PSC will not release information that is not yet publicly released, or that is considered Confidential”, “Sensitive” “Classified” or “Official Use Only.”

- The PSC will not post information that is political in nature, or that implies endorsement of non-governmental products, organizations or services.
- The PSC will not post dishonorable content that disparages someone based on their race, ethnicity, national origin, sex, religion, physical disability or any of the 19 classifications found in the District of Columbia’s policy on discrimination.
- The PSC will not post or repost information that has not been verified as accurate.

BRANDING

All images, logos, official seals and official materials can only be used with the express permission of the Commission.

PAGE ADMINISTRATORS

Should any Commission representative, employee, or agent terminate his or her relationship with the Commission (voluntarily or involuntarily), the employee or agent’s access to the Commission’s social media platforms, other than to post comments as a member of the public, will end immediately. All logins and passwords will be reset by the Office of Information Technology and the Office of Consumer Services.

MEDIA CONTACT

No social networking administrator or representative, administrator or commissioner employee may assume the role of agency spokesperson without express permission from the Chairman of the Commission. Should the media seek to engage anyone on their social media accounts, the contacting party must be directed to the Public Information Officer.

COMMENT POLICY AND MODERATION

The Commission respects different opinions and hopes to foster meaningful conversation in the provided online space. To that end, the Commission will not pre-moderate users' comments on our accounts. That is, users’ comments are automatically published, but they may be removed by a Commission official if they violate our comment policy for social media platforms.

Comments may be removed from any and all online platforms if they:

- Contain obscene, indecent or profane language or content
- Contain threats or defamatory statements;
- Contain hate speech directed at race, color, sex, sexual orientation, national origin, ethnicity, age, religion or disability;
- Contain sensitive or personally identifiable information; and/or
- Promote or endorse specific commercial services.

RECORDS MANAGEMENT

All content generated by Public Service Commission must follow the official Commission policies on content management, document retention, storage and publication.

EMERGENCY USE

In the event of an emergency, social media tools should be utilized in accordance with the District's Emergency Management Protocols, which outlines the recommended uses of social media in a crisis. The Executive Office of the Mayor (EOM), DC Homeland Security and Emergency Management Agency (HSEMA) and the Office of Unified Communications (OUC) will be the lead agencies to direct emergency communications.