



San Gabriel / Pomona Regional Center

Program of San Gabriel/Pomona Valleys Developmental Services, Inc.

75 Rancho Camino Drive, Pomona, California 91766

(909) 620-7722 www.sgprc.org

SOCIAL MEDIA POLICY & GUIDELINES FOR POSTING

Board Approved: January 28, 2026

San Gabriel/Pomona Regional Center's official social media pages are owned and managed by our organization. Any other pages representing themselves as SG/PRC mentioning our agency's practices, services provided, individuals served or our employees are not endorsed and may not accurately represent or reflect our organization.

SG/PRC APPROVED SOCIAL MEDIA PLATFORM ACCOUNTS:

- SG/PRC Instagram Account: https://www.instagram.com/sgp_rc/
- SG/PRC Facebook Account: <https://www.facebook.com/SGPRegionalCenter/>
- SG/PRC YouTube Account: <https://www.youtube.com/@sangabrielpomonaregionalce4944>

As of December 2025, no other forms of social media are permitted for agency use. SG/PRC maintains/monitors these social media accounts only.

SOCIAL MEDIA USE GOALS

- To promote our agency mission and raise awareness of services and supports to individuals with developmental disabilities.
- To share human interest stories or events.
- To strengthen relationships with our service providers.
- To build community partnerships that support our advocacy efforts.
- To increase awareness of key issues affecting our community.
- To share educational opportunities for individuals served and their families, service providers, and community partners.
- To encourage participation and community involvement .

ROLES AND RESPONSIBILITIES

- **Leadership Team** – Content considerations can be submitted by members of the Leadership Team re: human interest stories, photos, announcements, job postings and updates. (please refer to the “social media use goals” section).
- **Communications Team** – Approves and oversees all content to be posted on social media. Content must follow consistent and mission-aligned practices (please refer to the “content approval and scheduling process” section).

- **Partnerships and Co-branding** – Posts referencing (tagging) our organization by that reference agency events, projects or updates community partners, equity partners, or staff should align with our mission and represent our shared values.

CONTENT APPROVAL AND SCHEDULING PROCESS

Step-by-Step Workflow

Internal Review:

- All posts will be reviewed for accuracy, tone, and compliance with branding.
- Sensitive content (e.g., crisis response, human interest stories, advocacy statements) requires review and approval from Communications Officer and/or Executive Director (or designee).

Content Approval:

- Final approval will be given by Communications Team (please note that Communications Team will either use the original source to be posted or will create alternative content to adapt to the social media platform referencing original source and directing the audience to our agency website).
- SG/PRC reserves the right to review and withhold approval of any submitted content and to remove any posted content for any reason without notice

Archiving:

A record of all approved posts will be kept for 12 months for accountability and review using social media planning software.

Planning & Scheduling

Approval Timeline:

- Content considerations are to be submitted to the Communications Team at least **30 days** before posting - via communicationsdept@sgprc.org.
- Communications Team will review all submissions and reply **within 1 week** with an approval or request for revisions.
- For content considerations that are not finalized or have something pending that cannot be submitted to the Communications Team at least **30 days** before posting, please contact the Communications & Public Engagement Officer for approval.

Monthly Content Calendar:

- Communications Team will maintain a 6-to-8-week content calendar that includes upcoming scheduled posts.
- To support healthy engagement and avoid oversaturating our community, the Communications Team will space out social media posts and determine when social media content is scheduled and published.

Board Approved: 01/28/2026