

CITY OF MILLBRAE

ADMINISTRATIVE STANDARD PROCEDURES	Number: 1-23	Page 1 of 6
	Revision: N/A	Supersedes: N/A
Subject: Social Media Website Policy and Procedures	Approved by: 	Effective Date: <i>July 21, 2014</i>

CITY OF MILLBRAE SOCIAL MEDIA POLICY AND PROCEDURES

1. Purpose

1.1 This Social Media Policy (“Policy”) establishes guidelines pertaining to the creation, maintenance, and use of City of Millbrae (“City”) social media sites.

1.2 This Policy shall apply to all social media sites the City maintains. The intended purpose of the City social media sites is for the City to disseminate information to the public about the City’s mission, meetings, activities and current issues. Social media may be used to establish, supplement and enhance existing City communication channels.

1.3 The City has a strong interest in protecting the integrity of the information posted on its social media sites and any content attributed to the City and its officials or employees. To help achieve this interest, the City intends to provide clear, concise and accurate information for both routine and emergency messaging situations.

1.4 Social media is highly susceptible to “hacking.” The City makes no assurances that City social media sites will not be subject to “hacking” by third parties.

1.5 There is no expectation of privacy on social media sites, including those used by the City.

2. Definitions

2.1 “**Social media**” refers to activities that integrate technology, social interaction and content creation. Social media enables users to create online communities to share information, ideas, messages, and other content by various means, including, but not limited to, Really Simple Syndication (RSS) and other web feeds, blogs, wikis, podcasts and photo- and video-sharing. Examples of Social media include, but are not limited to social networking sites (e.g., Facebook), image and video sharing sites (e.g., Instagram and YouTube), and microblogging sites (e.g., Twitter).

2.2 **City social media sites:** Sites established by the City, over which the City has some control over comments and postings (defined hereinafter) except for advertising or hyperlinks placed by social media site owners, vendors or partners.

2.3 “Posts” or “postings”, “content” or “comments” mean information, articles, photographs, videos, and any other form of communications placed on City social media sites.

2.4 Social Media Manager: The City Clerk, the City’s Public Information Officer or designated representative as determined by the City Manager.

2.5 Authorized City Users: Persons authorized by the City Manager, the City Clerk or the Public Information Officer to post comments or content on City Social Media sites.

2.6 Officially Stated Positions of the City: Shall be determined by the City Manager, the City Clerk or the Public Information Officer

3. General Policy

3.1 The City’s official website at www.ci.millbrae.ca.us (or any other domain owned by the City) shall remain the primary means of City internet communications.

3.2 The establishment and use of any social media site is subject to the approval of the City Manager and the Public Information Officer. Upon approval by these individuals, City social media sites shall bear the name and or logo of the City.

3.3 All content or postings shall be monitored, reviewed and approved by the City Clerk, the City’s Public Information Officer or designated representative as determined by the City Manager.

3.4 City social media sites shall clearly state that such sites are maintained by the City and the sites comply with the City’s Social Media Policy.

3.5 City social media sites shall link back to the City’s official website for forms, documents, online services and other information necessary to conduct business with the City.

3.6 In accordance with California open meeting laws, members of the City Council, Commissions, Committees and/or Boards shall not respond to, “like”, “share”, “retweet” or otherwise participate in any published postings by the City or comments or replies made by the public, or use the social media sites or any form of electronic communication to respond to, otherwise discuss, deliberate, or express opinions on any matter within the subject matter jurisdiction of the body.

3.7 City social media sites shall comply with all rules and regulations required by the site provider, including but not limited to privacy policies.

3.8 The City Social Media Policy shall be displayed to users or made available via hyperlink on all City social media sites.

3.9 All City social media sites and use of such sites by City employees must be consistent with and adhere to applicable state, federal, and City laws, regulations, and policies, including all City information technology security policies and City conflicts of interest policies. Failure of City employees to comply with such laws, regulations and policies may result in disciplinary action in accordance with such laws, regulations and policies.

3.10 Content posted on City social media sites is likely subject to the California Public Records Act. Any content maintained in a social media format that is related to City business, including a list of subscribers, posted communication, and communication submitted for posting, may be deemed a public record subject to public disclosure. There shall be no expectation of privacy in any content or comments on City social media sites.

3.11 California law and relevant City records retention schedules and policies shall apply to social media formats and social media content established and maintained by the city.

3.12 All City-related communication made through City maintained social media sites must be professional in nature and be conducted in accordance with the City's communications policy and practices, and consistent with the City's expectation of professional behavior.

3.13 All City social media sites shall utilize authorized City contact information for account set-up, monitoring and access. The use of personal email accounts or phone numbers by City employees is not permitted for the purpose of setting-up, monitoring, accessing or communicating via a City social media site.

3.14 Authorized City users of City social media sites shall review, be familiar with, and comply with the site's use policies and terms and conditions.

3.15 Authorized City users shall be provided a copy of this Social Media Policy and are required to acknowledge their understanding and acceptance by signing and dating the last page of this Policy and returning the original to Human Resources, a copy of which shall be placed in the permanent personnel file of the authorized user.

3.16 The City reserves the right to update, revise, modify or cancel this Policy and/or the privilege of use of City social media sites at any time upon appropriate notice and consultation.

4. Guidelines for Posting Comments on City Social Media Sites

4.1 As a public entity, the City must abide by certain standards to serve all its constituents in a civil and unbiased manner. Therefore, users of and visitors to City social media sites shall be notified that the intended purpose of the sites is to disseminate information from the City about the City's mission, meetings, activities and current issues to its citizens, and that comments containing any of the inappropriate forms of content specified in Section 4.5 shall not be permitted on any City social media sites and are subject to immediate removal and/or restriction by the Public Information Officer.

4.2 These guidelines shall be displayed to users or made available by hyperlink on all City social media sites.

4.3 The content of City social media shall only pertain to City sponsored or City endorsed programs, services, business, or events.

4.4 The City shall have full permission or rights to any content posted by the City on its social media sites, including photographs and videos.

4.5 Prohibited Content

For City social media sites that allow user content, the following types of content are prohibited:

- Content and/or language a reasonable person would find offensive, including but not limited to profane, obscene, pornographic content and/or language, or not consistent with community standards;
- Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, national origin, age, religion, gender, gender expression, gender identity, disability, medical condition, genetic information, sexual orientation, marital status or any other class protected under City, state or federal law;
- Comments that are not topically related to the City or the particular posting being commented upon;
- Defamatory or libelous content;
- Sexual content or links to sexual content;
- Threats to any person or organization;
- Comments in support of, or in opposition to, any political campaigns for candidates;
- Solicitation of commerce, including but not limited to advertising of any business or product/service for sale;
- Conduct in violation of any federal, state or local law;
- Encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public or public systems;
- Content that violates a social media platform's policies or terms of use, as may be updated;
- Uploading or attaching files that contain viruses, corrupted files, or any other similar software or programs that may damage the operation of the City or another's computer;
- Materials that falsify the origin or source of software or other material contained in a file that is uploaded;
- Content that violates a legal ownership interest, such as a copyright or trademark, of any party; and/or
- Content that violates another person's right to privacy.

4.6 Any City employee authorized to post items on any City social media site shall not express his or her personal views or concerns through such postings. All postings on any social media site by authorized City employees shall only reflect the views and officially stated positions of the City.

4.7 Postings by City employees as part of their official duties shall be made during normal business hours, to the extent possible. After hours or week end postings shall only be made by the Public Information Officer and his or her designee in non-routine and emergency situations.

4.8 Postings by City employees shall not contain any personal information, except the names of employees whose duties are directly related to matters within the content posted on the site(s) and/or are being made available for public contact.

4.9 City employees may post personal comments or content on City Social media sites as long as they make clear that their posting are personal and not authorized by the City and are not made during normal business hours or from City owned computing or telecommunication devices.

4.10 City reserves the right to restrict or remove any comments deemed in violation of this social media policy or any applicable law. Any comments removed based on the above guidelines must be retained by the City account administrator for a reasonable period of time, including the time, date and identity of the poster, in accordance with the City's policies on the retention of such information. The City disclaims any and all responsibility or liability for any prohibited materials under this Policy that are posted and not removed in a timely manner. The City does not necessarily endorse, and is not responsible for, any content that has been submitted by any other party. The City shall inform all visitors and users of its social media sites of the disclaimer by posting the same to the City's social media sites, when feasible.

4.11 The City reserves the right to implement, modify and/or remove any functionality of its social media sites when deemed appropriate by the Public Information Officer and/or the City Manager or his/her designee.

SOCIAL MEDIA POLICY **ACKNOWLEDGEMENT STATEMENT**

I _____ (Print your name) have read the City of Millbrae's Social Media Policy and agree to abide by the policies stated therein.

Employee Signature

_____ Date

Forward completed form to the Human Resources Division in Administration.