

1.25 Social Media Policy

1. **Purpose.** This Social Media Policy establishes guidelines for the use of social media services by the City of La Cañada Flintridge ("City") as a means of conveying information that is useful to members of the general public or will further the interests or goals of the City.

The intended purpose behind using social media services is to disseminate information regarding the City's mission, meetings, activities, events and current issues to members of the general public.

The City has an overriding interest and expectation in protecting the integrity of the information posted on its social media sites and the content that is attributed to the City.

2. Definitions.

- a. "Social media sites" means content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media include, but are not limited to: Facebook, Twitter, YouTube, LinkedIn, Pinterest, and Instagram.
- b. "City social media sites" means social media sites which the City establishes and maintains, and over which it has control over postings, except for advertisements or hyperlinks by the social media site's owners, vendors, or partners. City social media sites shall supplement, and not replace, the City's legally required notices and standard methods of communication.
- c. "Posts" or "postings" mean information, articles, pictures, videos or any other form of communication posted on a City social media site.

3. **Policy.** The City's website www.lcf.ca.gov shall remain the City's primary source for online communication.

Use of City social media sites by officers and/or employees of the City shall be consistent with the Brown Act. Members of the City Council and Commissions shall not participate in requests to "like", "share", retweet or otherwise respond to any published postings on City social media sites, or use the City social media sites to blog or engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the respective legislative body.

The City reserves the right to terminate any City social media site at any time without notice.

The City does not control the privacy and use policies of the social media platforms. Users of social media platforms are subject to the terms and conditions they have agreed to when registering for the social media services. City social media sites are subject to the usage rules and regulations required by the site provider, including privacy policies. It is recognized that social media platform providers will, from time to time, modify their terms, conditions and usage policies with little to no notification.

The City's Social Media Policy shall be displayed to users or made available by hyperlink.

All City social media sites shall adhere to applicable federal, state and local laws, regulations and policies. Should any sites be found in violation of these laws and be found guilty of the violations without seeking to resolve the matter with prosecuting authorities, the City will terminate its use of the social media platform.

City social media sites are subject to the California Public Records Act. Any content maintained on a City social media site that is related to City business, including a list of subscribers, posted communication, and communication submitted for posting, may be considered a public record and subject to public disclosure.

City social media sites shall be managed and moderated by the City Manager or a person or entity designated by the City Manager. This person shall be known as the "Social Media Manager" or SMM. All department postings must be sent to the SMM for review and posting. Establishment of City social media sites require approval of the City Manager.

In the absence of the SMM, the City Manager or his/her designee can fill the role of the SMM in managing social media sites.

The SMM of City social media sites must create profiles using a City owned email address only. Access to that email address shall be provided to the City Manager or his/her designee consistent with any information security guidelines of the City.

All comments or postings to the City's social media platforms will be monitored. The City reserves the right to remove comments or content including those that contain:

1. Profane language or content;
2. Pornographic content;
3. Content that promotes, fosters or perpetuates discrimination of protected classes;
4. Sexual harassment content;
5. Solicitations of commerce or advertisements including promotion or endorsement, unless already part of a city-sponsored event;
6. Content that, in the sole discretion of the City Manager or his/her designee, is offensive, hostile, inappropriate or irrelevant to a fair and open discussion of issues within the subject matter jurisdiction of the City;
7. Promotion or endorsement of political groups or individuals;
8. Conduct or encouragement of illegal activity;
9. Information that may tend to compromise the safety or security of the public or public systems;
10. Content in support of, or opposition to, political campaigns, candidates or ballot measures;
11. Content intended to defame any person, group or organization;
12. Content that violates a legal ownership interest of any other party, such as trademark or copyright infringement;
13. Making or publishing of false, vicious or malicious statements concerning any employee of the City (more than mere criticism of the City or its operations);
14. Violent or threatening content;

15. Disclosure of confidential, sensitive or proprietary information;
16. Content pertaining to pending litigation or contract negotiations involving the City;
17. Advocating for alteration of hours, wages, and terms and conditions of employment (applies to City employees only).

The City reserves the right to respond to any posting on its social media sites (see the Social Media Response Decision Tree below).

The City reserves the right to ban users from participating in City social media services if they post information that may tend to compromise the safety or security of the public or public systems (i.e., spam or malicious code).

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.

The City may post links to external sites that are government sites, City-related sites or sites with specific ties to the City.


The City may provide information regarding a ballot measure via City social media sites in compliance with federal and state laws, regulations and policies.

The City shall control posting rights to City social media services and only allow comment on City initiated postings and not allow direct posting by outside entities on City social media services.

The City is to use social media sites to convey information to constituents that relate to public health and safety, general public information, community information, and/or respond to inquiries regarding City services or activities. All postings are to be done to convey openness and transparency in government.

The City's social media sites shall be consistent with the city branding and messaging.

Approved:



Mark R. Alexander

City Manager

Social Media Response Decision Tree

