

 <p style="text-align: center;">CITY OF PACIFICA ADMINISTRATIVE POLICY</p>	<p>No. 75</p>
<p style="text-align: center;">SOCIAL MEDIA POLICY</p>	<p>DATE ISSUED: 03/10/2014</p>

I. Purpose

To address the fast-changing landscape of the Internet and the way residents and businesses communicate and obtain information about the City of Pacifica (“City”) online, the City’s departments may consider using social media tools to reach a broader audience. The City encourages the use of social media to further the goals of the City and its departments, where appropriate, through dissemination of information about the City’s vision, meetings, activities, and current issues to members of the public.

The City has an overriding interest and expectation in deciding what is “announced” or “spoken” on behalf of the City on social media sites. The purpose of this policy is to set forth the City’s policies and procedures regulating the City’s presence on social media websites and regulating employees who are responsible for maintaining the City’s presence on social media websites. This policy does not govern or regulate the use of social media sites by City employees on their personal time or the privacy rights associated therewith. Nor does it regulate use by local public officials, who must adhere to the Brown Act.

“Social media” and “Web 2.0” are terms used interchangeably to refer to activities that integrate technology, social interaction, and content creation. This media allows people to generate, organize, share, edit, and comment on web content. Examples of social media include, but are not limited to, Facebook, Twitter, Nextdoor, Instagram, YouTube, Blogs, and Really Simple Syndication (“RSS”).

The goals of City of Pacifica social media sites are to:

- Increase the public’s knowledge, trust, and use of City services
- Promote the value and importance of the City services among and between governing officials, civic leaders, and the general public
- Maintain open, professional, and responsive communication with members of the public and the news media

II. Ownership

All social media communications composed, sent, or received on City equipment are the property of the City. While social media sites are administered by the City, the content on

the sites is not entirely controlled by the City. The City does not endorse any links or advertisements on its social media sites placed by the site owners or their vendors, users, or partners.

III. General Policy

- A. The Public Information Officer or designee shall develop and implement Social Media Use Standards and Procedures which establish guidelines for the administration and use of City social media sites in conjunction with this Policy.
- B. The City authorizes the use of social media outlets such as Facebook, Nextdoor, and Twitter by its departments subject to the approvals required by and guidelines set forth in the Social Media Use Standards and Procedures. The use of any other social media tools must be approved by the IT Department and the Public Information Officer or designee.
- C. All of the City's social media sites that are created by departments will be subject to approval by the Public Information Officer or designee.
- D. The most appropriate uses of social media tools are as informational channels to increase the City's ability to broadcast its messages to the widest possible audience.
- E. The City's website (<http://www.cityofpacific.org>) will remain the City's primary and predominant internet presence.
- F. Wherever possible, content posted to the City's social media sites must first be made available on the City's website by the responsible department's website content manager.
- G. Wherever possible, content posted to the City's social media sites must contain hyperlinks directing users back to the City's official website for in-depth information, forms, documents, or online services necessary to conduct business with the City of Pacifica.
- H. As is the case for the City's website, the department's director or designee will be responsible for the content and upkeep (including maintenance and monitoring) of any social media site that department may create.
- I. Wherever possible, the City's social media sites must comply with all appropriate City of Pacifica policies and procedures, including but not limited to:
 - 1. City of Pacifica Social Media Standards and Procedures.
 - 2. Internet, E-Mail and Electronic Media Use Policy (Admin Policy No. 57).
 - 3. City Information Technology (IT) security policies and guidelines.
 - 4. City of Pacifica anti-harassment and anti-discrimination policies (Admin Policy No. 33).

Any exceptions must be approved by the Public Information Officer or designee dependent on the policy. Any exceptions must be in writing.

- J. The City's social media sites are subject to California's civil discovery statutes and the California Public Records Act. Any content maintained in a social media format that is related to City business, including a list of subscribers and posted communication (with certain exceptions), is a public record. The Department maintaining the site is responsible for forwarding to the City Clerk any public records request for public records on social media; provided, however, that the Department must collaborate with the City Clerk's Office and the City Attorney's Office on the response to any such request. Content related to City business must be maintained in an accessible format and so that it can be produced in response to a request (see the City's Social Media Use Standards and Procedures). Wherever possible, such sites must clearly indicate that any articles

and any other content posted or submitted for posting may be or are subject to public disclosure upon request.

- K. California law and relevant City records retention schedules apply to social media formats and social media content. Unless otherwise addressed in a specific social media standards document, the department maintaining a site must preserve records required to be maintained pursuant to an applicable records retention schedule for the required retention period in a format that preserves the integrity of the original record and is easily accessible. Appropriate retention formats for specific social media tools are detailed in the City's Social Media Use Standards and Procedures.
- L. City social media sites shall be managed consistent with the Brown Act. Members of the City Council and City advisory bodies should refrain from responding to any published postings, or from using the site to respond to, blog, engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the body.

III. Comment Policy

- A. Users and visitors to the City's social media sites must be notified that the intended purpose of the site is to serve as a means of communication between City departments and members of the public. The City's social media site articles, posts and comments containing any of the following forms of content will not be allowed and must be removed as soon as possible:
 - 1. Profane language or content;
 - 2. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, sexual orientation or any other basis protected by state or federal law;
 - 3. Sexual content or links to sexual content;
 - 4. Solicitations of commerce and other pure commercial speech
 - 5. Conduct or encouragement of illegal activity;
 - 6. Comments in support of or opposition to political campaigns or ballot measures;
 - 7. Information that may compromise the safety or security of the public or public systems or employees;
 - 8. Content that violates a legal ownership interest of any other party.
- B. Users and visitors to the City's social media sites must also be notified that:
 - 1. A comment posted by a member of the public on any City of Pacifica social media site is the opinion of the commentator or poster only, and the publication of a comment does not imply endorsement of, or agreement by, the City of Pacifica; nor do such comments necessarily reflect the opinions or policies of the City of Pacifica.
 - 2. The City reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law. Notwithstanding the foregoing, the City of Pacifica is not obligated to take such actions, and the City disclaims any and all responsibility and liability for any materials that the City deems inappropriate for posting, which cannot be removed in an expeditious and otherwise timely manner.
 - 3. By posting a comment, users agree to indemnify the City of Pacifica, its officers and employees from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred by any of them which arise out of or are related to content posted by users. If a user does not agree to these terms, the individual should not

use the City of Pacifica's social media sites as a violation of these terms may lead to legal liability.

4. The City neither guarantees the authenticity, accuracy, appropriateness, nor security of external links, websites, or content linked thereto.
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- C. The above comment guidelines and disclaimers ("Terms of Use") must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available (see the City's Social Media Use Standards and Procedures), in accordance with the City's policy on the retention of such information.