



CITY OF RANCHO CUCAMONGA

SOCIAL MEDIA POLICY

POLICY NO: 100-25
PAGE 1 OF 5
EFFECTIVE: July 1, 2013
REVISED:

APPROVED:

PURPOSE

The purpose of this policy is to create guidelines for the establishment and use of social media sites representing the City of Rancho Cucamonga. This policy provides guidance to designated employees, contractors, and volunteers of the City that are authorized to post information or create pages on social media websites on behalf of the City. This policy is a “living” document that will continually be evaluated and updated to reflect changing technology, the City’s experience using social media, and its effectiveness.

When posting on social media websites or other social networking channels on behalf of the City, designated employees are serving as the voice of the City. Therefore, all posting shall be done in accordance with the guidelines set forth in this policy. The absence of, or lack of explicit reference to a specific site does not limit the extent of the application of this policy. Where no policy or guidelines exist, employees should use their reasonable judgment and take the most prudent action possible and consult with their manager or supervisor.

DEFINITIONS

For the purpose of this policy, the following terms are defined as provided below:

- A. *City Social Media Site*: a social media site that the City establishes and maintains and which it has control over all postings, except for advertisements or hyperlinks by the social media site’s owner, vendors or partners. City social media sites shall supplement, and not replace, the City’s required notices and standard methods of communication.
- B. *Comment*: response to City social media site content submitted by a commenter.
- C. *Post*: information, articles, pictures, videos, messages or any other form of communication that is published on a social media site.
- D. *Social Media*: forms of electronic communication (as websites for social networking and blogging) through which users create online communities to share information, ideas, personal messages, and other content. Examples of social media sites include, but are not limited to, Facebook, MySpace, YouTube, Twitter, Vimeo, Flickr and LinkedIn.

GENERAL PROVISIONS

- A. The best and most appropriate City use of social media generally falls into two categories:
 - 1. Marketing/promotional outlets which increase the City's ability to broadcast its message to the widest possible audience;
 - 2. Methods for disseminating time-sensitive information as quickly as possible (e.g., emergency information).
- B. All City social media site accounts will clearly indicate they are maintained by the City of Rancho Cucamonga, will contain the City or department logo, and will retain the image or branding of the department or program being represented.
- C. 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 a City employee is not allowed for the purpose of setting-up, monitoring, or accessing a City social media site.
- D. Those designated and authorized to utilize City social media sites are representing the City of Rancho Cucamonga via social media and must conduct themselves at all times as representatives of the City.
- E. Those designated and authorized to utilize City social media sites shall not express their own personal views or concerns through such postings. Instead, postings on any of the City social media site shall reflect the views of the City.
- F. Those designated and authorized to utilize social media are responsible for complying with applicable federal, state, and local laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright, records retention, First Amendment, and privacy laws.
- G. Except as expressly provided in this Policy, accessing any social media site shall comply with all applicable City policies pertaining to communications and the use of the internet by employees, including email content.

PROCEDURES

- A. Prior to creating a City social media site, departments should consider the need and value of a department or program-dedicated site versus relying on the City-wide social media site or City website to disperse department or program information.
- B. Departments must obtain written approval from the City Manager or his/her designee prior to creating a social media site.
- C. The City Manager or his/her designee will review department requests to establish City social media sites and has the sole authority to establish and/or terminate City social media sites and pages.

Social Media Policy

Page 3 of 5

- D. The City Manager or his/her designee shall maintain a list of all City social media sites, including login and password information, to allow for the immediate alteration or removal of content that is inappropriate or inconsistent with this Social Media Policy.
- E. Each Department Head, where applicable, shall appoint a specific staff member(s) to maintain and monitor the City social media site. Department Heads are responsible for ensuring their staff follows the procedures set forth in this Social Media Policy.
- F. If a staff member assigned to maintain and monitor a City social media site ceases to be an employee of the City, the Department Head shall immediately contact the City Manager or his/her designee to ensure that password(s) are revised and other appropriate actions are taken.
- G. Those designated and authorized to post items on a City social media site shall review, be familiar with, and comply with the social media site's use policies and terms and conditions.
- H. Those designated and authorized to utilize social media on behalf of the City are responsible for regularly posting information, monitoring comments, removing any prohibited content as set forth in this policy and saving content required under the Public Records Act as described herein.
- I. Those designated and authorized to post items on a City social media site should abide by the following guidelines, which are meant to help employees who use social media on behalf of the City maximize the benefits of these developing technologies.
- Be responsible – posts and comments are quickly noticed in the social media environment. Always be careful and considerate. In most non-emergency situations, substantive new City information should not be posted on a social media site until it has first been announced via a reviewed and approved Media Release.
 - Be timely – staff members should review the City's social media sites at least once each workday to ensure that posts and content are current and accurate.
 - Be cautious – do not publish any material that is confidential. Never comment on anything related to legal matters or personnel issues without first consulting with the City Manager or his/her designee.
 - Be judicious – use good judgment in responding to a post or comment. Engaging any person posting in an argumentative or offensive manner should be avoided.
 - Admit mistakes – be upfront and quickly correct any mistakes made on a City social media site. Notify the Department Head and the City Manager or his/her designee immediately.

CONTENT GUIDELINES

- A. The City Manager or his/her designee will manage and oversee all content on each City social media site to ensure adherence to the Social Media Policy, including appropriate use, messaging and branding that is consistent with the goals and objectives of the City of Rancho Cucamonga.
- B. The content of City social media sites shall only pertain to City-sponsored or City-endorsed programs, services, and events. Content includes, but is not limited to, information, photographs, videos, and hyperlinks.
- C. All information posted to City social media sites on the City's behalf must:
- Comply with all local, state, and federal laws;
 - Present the City in a positive light and professional manner;
 - Be factual and not based solely on supposition or rumor;
 - Contain information that is freely available to the public and not be confidential as defined by any City policy or local, state, or federal law;
 - Not contain religious messages or advocate or promote religious beliefs;
 - Not contain any personal information except the names of employees whose job duties include being available for contact by the public;
 - Not contain content in support of, or in opposition to, any political candidate or ballot measure; and
 - Not contain content that promotes, fosters or perpetrates discrimination on the basis of race, creed, color, age, religion, gender, marital status or status with regard to public assistance, national origin, physical or mental disability or sexual orientation, as well as any other category protected by federal, state or applicable local laws.
- D. The City shall have full permission or rights to any content posted by the City, including photographs and videos.
- E. City social media sites may contain content, including but not limited to, advertisements or hyperlinks over which the City has no control. The City does not endorse any advertisement or hyperlink placed on City social media sites by the social media site's owners, vendors or partners.
- F. A comment posted by a member of the public on any City social media site is the opinion of the commenter only, and publication of a comment does not imply endorsement of or agreement by the City of Rancho Cucamonga, nor do such comments necessarily reflect the opinions or policies of the City of Rancho Cucamonga.

Social Media Policy

Page 5 of 5

G. Comments containing any of the following inappropriate forms of content shall not be permitted on City social media sites and shall be removed by the City Manager or his/her designee:

- Content, including comments, photos and links, that are not topically related to the particular post or topic being commented upon;
- Comments in support of, or in opposition to, any political campaigns or ballot measures;
- Profane, obscene or pornographic language or content or links to such language or content;
- Threats of violence or injury to any person, property, or organization;
- Content that violates any federal, state or local law or encourages illegal activity;
- Any information that might compromise the safety or security of the public or public systems;
- Content that violates a legal ownership interest of another party;
- Solicitations of commerce, including but not limited to advertising of any business or product for sale; or
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, color, creed, sex, age, religion, national origin or ancestry, physical or mental disability, veteran status, parentage, marital status, medical condition, sexual identity, sexual orientation, as well as any other category protected by federal, state, or local laws.

H. These guidelines shall be displayed to users or made available by hyperlink on all City social media sites. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster, when available.

I. The City of Rancho Cucamonga reserves the right to remove any content that is deemed to be in violation of this Social Media Policy or any applicable law.

RECORDS MANAGEMENT AND REQUESTS FOR INFORMATION

A. Under certain circumstances, content appearing on a City social media site may be subject to the California Public Records Act ("Act") and subject to disclosure by the City if requested. Accordingly, the City's use of social media shall be documented and maintained in an easily accessible format that tracks account information and preserves items that may be considered a record subject to disclosure under the Act or required to be retained pursuant to the Government Code.