

DATE: July 6, 2021

SUBJECT: SOCIAL MEDIA COMMUNICATION POLICY
(Responsible Department - Administration)

PURPOSE

This Social Media Communication Policy (“Policy”) defines the social networking and media policy guidelines for the establishment and use for the City of Salinas (the “City”), as a means of conveying information about the City and its events and activities to members of the public. The City of Salinas encourages the use of social media to further the goals of the City where appropriate.

For purposes of this Policy, the terms “Social Media” and “Social Media networks” are understood to be content created by individuals, organizations, and/or entities, using accessible, expandable, and upgradable publishing and communication technologies, through and on the internet. Examples of Social Media that may be used by the City include, but are not limited to, Facebook, Twitter, blogs, RSS, YouTube, LinkedIn, Flickr, Instagram, and Pinterest. For purposes of this Policy, “comments” and “posts” or “postings” means information, articles, pictures, videos, or any other form or communication posted on a City Social Media Site.

GENERAL POLICY

1. The City’s official website (cityofsalinas.org) (or any domain owned by the City) will remain the City’s primary means of internet communication.
2. The establishment of City social media networking platforms and tools are subject to approval by the City Manager or his/her designee. Upon approval, City social media networks shall bear the name and/or official City logo or official public safety logo. Use of City social media networks shall be administered by the City’s Community Relations Manager and/or designee(s).
3. City social media networks shall clearly state that all such networks are maintained by the City and that the networks comply with the City’s Social Media Policy.
4. City social media networks and content shall contain hyperlinks directing users back to the City’s official website for in-depth information, forms, documents, online services necessary to conduct business with the City of Salinas, whenever possible.

5. The City's Community Relations Manager shall monitor content on City social media networks to ensure adherence to both the City's Social Media Policy and the interests and goals of the City.
6. City social media networks shall be managed consistent with the Brown Act. Members of the City Council, Commissions, Committees and/or Boards shall not respond to, "like," "share," "retweet," or otherwise participate in any published postings, or use the site or any form of electronic communication to respond to, blog, or engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issues within the subject matter jurisdiction of the body.
7. The City reserves the right to terminate any City social media site (or account) at any time without notice.
8. City social media networks shall comply with usage rules and regulations required by the site provider, including privacy policies. The City of Salinas has no control over a third party site's privacy policy unless otherwise stated. The City of Salinas has no control over content, commercial advertisements, or other postings produced by the social media networks that appear on the City of Salinas's social media site as a part of the site's environment.
9. The City's Social Media Policy shall be displayed to users or made available by hyperlink on all social media networks.
10. All City social media networks shall adhere to applicable federal, state, and local laws, regulations, and policies.
11. City social media networks 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 is subject to public disclosure. All posting on City social media networks shall be maintained consistent with the Public Records Act and City of Salinas Retention Policy. All social media records shall be preserved for the required retention period in the City's automated archiving solution in a format that preserves the integrity of the original record and is easily accessible. This Policy acknowledges that some social media networks have state or federally-mandated retention periods which may differ from the City's Retention Policy. In those situations where a conflict exists, the posts shall be maintained for the longer of the required retention periods.
12. Employees representing the City on City social media networks shall maintain a high level of ethical conduct and professional decorum at all times as a representative of the City and in accordance with all City policies.

13. All City social media networks shall utilize authorized City contact information for account set-up, monitoring and access. The use of personal email accounts or phone numbers by any City employee is prohibited for the purpose of setting-up, monitoring, or accessing a City social media site.

14. City social media networks may contain content, including but not limited to, advertisements or hyperlinks over which the City has no control. The City does not endorse any hyperlink or advertisement placed on City social media networks by the social media site's owners, vendors, or partners.

15. The City reserves the right to change, modify, or amend all or part of this policy at any time.

CONTENT GUIDELINES

1. The City of Salinas operated and maintains its social media as a public service to provide information about City programs, services, projects, issues, events, and City-sponsored activities. Content includes, but is not limited to, information, photographs, videos, and hyperlinks. The intended purpose behind establishing a social media presence is to disseminate information to residents of the city of Salinas.

2. The City shall have full permission or rights to any content posted by the City, including photographs and videos.

3. Postings shall be made during normal business hours. After-hours or weekend postings are subject to approval by the City Manager or his/her designee(s).

4. Any employee authorized to post items on any of the City's social media shall review, be familiar with, and comply with the social media site's use policies and terms and conditions.

5. The City of Salinas assumes no liability for any inaccuracies these social media might contain and does not guarantee that the social media will be uninterrupted, permanent, or error-free.

6. Although posts and comments are encouraged on the City of Salinas's social media that allow posts, these are limited public forums and moderated by City staff. All posted content must relate to discussion of City programs, services, projects, issues, events, and activities.

7. Any employee authorized to post items on any of the City's social media shall not express his or her own personal views or concerns through such postings. Instead, postings on any of the City's social media by an authorized City employee shall only reflect the views of the City.
8. Posting must contain information that is freely available to the public and not be confidential as defined by any City policy or state or federal law.
9. Postings may not contain any personal information, except for the names of employees whose job duties including being available for contact by the public.
10. Postings to City social media shall not contain any of the following. The following listed inappropriate forms or content shall not be permitted and are subject to removal and/or restriction on public comment forums:
 - a. Components that are off-subject or out of context;
 - b. Comments not related to the business of the City, including random or unintelligible comments;
 - c. Comments in support of, or opposition to, political campaigns, candidates, or ballot measures;
 - d. Profane, pornographic, or violent language and/or content;
 - e. Content that promotes, fosters, or perpetuates 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 offensive terms or content that targets protected classes by federal, state, or local laws;
 - f. Sexual content or links to sexual content;
 - g. Solicitations of commerce;
 - h. Content that incites, promotes, or encourages illegal activity; content in violation of any federal, state, or local law;
 - i. Information that may compromise the safety or the security of the public or public systems; or

- j. Content that violates a legal ownership interest, such as copyright, of any other party;
- k. Content or information protected by HIPPA.

11. These guidelines shall be displayed to users or made available by hyperlink on all City social media site. Any content removed based on these guidelines must be retained for thirty (30) days, including the time, date, and identity of the poster, when available.

12. The City reserves the right to implement or remove any functionality of its social media site, when deemed appropriate by the City Manager or his/her designee. This includes, but is not limited to, information, articles, pictures, videos, or any other form of communication that is posted on a City social media site.

13. 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.

14. The City reserves the right to deny access to the social media site for any individual who violates this Policy at any time and without prior notice.

15. The Department responsible for the implementation of the social media site shall monitor the respective site for comments requesting responses from the City and for comments in violation of this Policy.

16. Communications made through the City of Salinas social media in no way constitute a legal notice or an official notice or comment to the City of Salinas. To provide an official notice or comment about a specific City project or program, please contact the appropriate department.