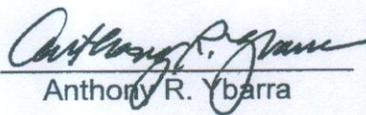




CITY OF SOUTH EL MONTE POLICY AND PROCEDURE

Subject: Social Media Policy	
Effective Date: July 15, 2014	Approved by:  Anthony R. Ybarra City Manager

I. Purpose

- a. This Social Media Policy establishes guidelines for the use of social media sites as a means of conveying information to and communicating with members of the public for the City of South El Monte.
- b. The intended purpose of City social media sites is to disseminate information from the City about the City's mission, services, meetings, and current issues to members of the public.
- c. The City of South El Monte intends for its use of any social media site to relate solely to matters of City business and does not intend to create a general public forum.
- d. 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 or its officials.

II. General Policy

- a. The City of South El Monte's official website shall remain the primary means of communication with the public.
- b. The City's social media sites shall be consistently branded to communicate a clear association with the City of South El Monte, shall include contact information, shall link to the official agency website (for in-depth information, forms, documents or other online information necessary to conduct business), and should link to other City social media sites.
- c. The City Manager and/or his/her designee is responsible for the administration of the agency's social media sites.

- i. Administration of the City's social media sites shall include, but is not limited to, regular monitoring of each site, as well as reviewing and approving all content. The City of South El Monte reserves the right to refrain from posting or to remove any content that is not consistent with this policy or that it is in violation of applicable law(s).
 - ii. The City of South El Monte shall maintain a list of all social media sites that operate or operated pursuant to this policy.
 - iii. The City Manager and/or his/her designee must maintain accurate City information on social media sites by frequently reviewing and updating each social media site as necessary and appropriate.
- d. Only employees authorized in writing by the City Manager may establish and moderate City social media sites.
- e. City of South El Monte social media sites shall be established using exclusively City email addresses. No e-mail addresses that are not City addresses may be used in the creation or operation of, or in association with, City social media sites.
- f. Only employees who are authorized by the City Manager may post on social media sites on behalf of the City of South El Monte. Employees representing the City on social media sites shall conduct themselves at all times as a professional representative of the City and shall comply with all policies.
- g. When a City employee, who has been authorized to post on behalf of the City, posts on a social media site, the employee's full name, title, and City contact information should be made available. The employee shall not share personal information about himself or herself, or any other City employee.
- h. City social media passwords shall not be shared with anyone not authorized.
- i. The City reserves the right to terminate social media sites at any time without notice.
- j. The City reserves the right to change, modify, or otherwise amend all or part of this Policy at any time.
- k. Any City employee who violates this Policy shall be denied access to all City social media sites and may be subject to appropriate disciplinary action.

- i.** City social media sites shall be managed consistent with the Brown Act, the Political Reform Act, and the California Election Code. Members of the City Council and appointed Commissioners shall not respond to any published postings, or use any social media 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 issue within the subject matter jurisdiction of the body, or for any political purpose.
- m.** City social media sites are 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 a public record subject to public disclosure.

III. Content

- a.** The intended purpose of the City's social media sites is to provide an efficient and alternative means of communication between the City and the community at large. City social media sites are not general public forums, but are intended to be limited solely to matters of City business.
- b.** City social media sites and their associated content should focus on significant interest areas. Announcements and other City-generated content should be objective and descriptive, use a polite and professional tone, contain only information that is freely available to the public and that is not made confidential by any policy of the City, or by local, state or federal law, and comply with all local, state and federal rules, regulations and policies.
- c.** City social media content, including comments, pictures, or other material containing any of the following are hereby determined to be detrimental to the purpose of the City's social media sites and shall not be allowed and are subject to removal:

 - i.** Content that does not pertain to City business;
 - ii.** Profane, obscene, violent, or pornographic content and/or language;
 - iii.** 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 federal, state, or local law;
 - iv.** Defamatory or personal attacks;
 - v.** Threats of physical violence or any other harmful act directed to any person, or persons, group, or organization;
 - vi.** Sexual content or links to sexual content;

- vii. Solicitations of commerce not related to City business, including but not limited to, advertising of a business or product for sale;
 - viii. Conduct or encouragement of illegal activity;
 - ix. Content not related to the subject being discussed, including random or unintelligible comments;
 - x. Content in support of, or in opposition to, any political campaigns or ballot measures;
 - xi. Personnel matters;
 - xii. Information that may tend to compromise the safety or security of the public or public systems;
 - xiii. Encouragement of illegal activity;
 - xiv. Content that violates a legal ownership interest of any other party; and
 - xv. Content that is in violation of any federal, state, or local law.
- d. Content appearing on City social media sites that contains any content listed above under section 3.c or that is in violation of other applicable law(s) shall be immediately removed by the designated moderator. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available, in accordance with the City's policy on the retention of such information.
- e. Content generated by members of the public (such as Facebook comments), whether favorable or unfavorable to the City, should be allowed to remain provided it is relevant to the conversation topic and is not in violation of section 3.c above.
- f. Members of the public shall be informed by posting to the City's social media sites that the City disclaims any and all responsibility and liability for any content in violation of section 3.c or which the City otherwise deems inappropriate for posting, which cannot be removed in an expeditious and otherwise timely manner.
- g. Any content posted by a member of the public on the City's social media site is the opinion of the commenter or poster only. Publication of content does not imply endorsement of, or agreement by, the City, nor does such content necessarily reflect the opinions or policies of the City of South El Monte.
- h. The City reserves the right to deny access to City social media sites for any individual who violates this Policy, at any time and without prior notice.
- i. Any content posted on a social media site may also be subject to site-specific rules or policies. The City reserves the right to report any such violations of a site's rules or policies with the intent of the social media site taking appropriate and reasonable action.