

City of Coronado
ADMINISTRATIVE PROCEDURES

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I. PURPOSE

This Social Media Policy (“Policy”) establishes guidelines for the establishment and use by the City of Coronado (“City”) of social media sites as a means of conveying information to members of the public.

The intended purpose of City social media sites is to disseminate official information from the City about the City’s mission, meetings, activities, and current issues to members of the 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 and its officials.

II. DEFINITIONS

“Social media sites” means platforms used by individuals to create publicly viewable content, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media sites include, but are not limited to, Facebook, Twitter, YouTube, Flickr, LinkedIn, Nextdoor, Snapchat, Pinterest, and Instagram.

“City social media sites” means social media sites which the City establishes and posts information on. City social media sites shall supplement, and not replace, the City’s required notices and standard methods of communication.

“Posts” or “postings” mean information, articles, pictures, videos, or any other form of communication posted on a City social media site.

III. POLICY

The City’s website, www.coronado.ca.us, shall remain the City’s primary source for online communication and information.

Use of City social media sites by officers and/or employees of the City shall be managed consistent with the Brown Act.

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

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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 on City social media sites.

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.

The City shall have full permission or rights to any content posted by the City on its social media sites, including photographs and videos.

City social media site profiles must be created using a City-owned email address only. Establishment of a City social media site or account for City business requires approval of the City Manager. The City's social media sites shall be consistent with the City branding and messaging.

Department-level City social media sites may be created to serve a certain demographic (eg., Teen Center, Recreation Services, Police Department, etc.) but must be approved by the City Manager. Department-level City social media sites are to be managed by a department designee agreed upon by the City Manager and/or their designee(s). Said sites shall be managed and moderated in accordance with the City Social Media Policy. Department designees shall, on a regular basis, report to the City Manager or their designee(s) about activity on Department-level City social media sites.

In the absence of the City Manager or his designee(s), other staff, as selected by the City Manager, can fill the role of managing social media sites. The City Manager or his designee(s) and the IT Department have the authority to terminate individuals' administrative access to City social media sites at any time without notice. The City Manager or his designee(s) shall report quarterly on who has administrative access to City social media sites. Anyone with access who is not currently a City employee or a designated social media manager by the City Manager shall

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immediately have their access rights revoked. The IT Department shall aid in adding and removing access for City staff to City social media sites.

City social media sites shall be managed and moderated by the City Manager and/or their designee(s). All department postings are subject to review at the discretion of the City Manager or their designee(s). Content violating the City Social Media Policy shall be reported to the City Manager or their designee(s) immediately for consultation and consensus on action. All comments and postings to the City's social media sites will be monitored.

The City reserves the right to remove comments or content including, but not limited to, those that contain:

1. Profane language or content;
2. Pornographic content;
3. Content that promotes, fosters or perpetuates discrimination;
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 their designee(s), 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 issues, 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, the City or its operations (more than mere criticism);
14. Violent or threatening content;
15. Disclosure of confidential, sensitive or proprietary information;
16. Content pertaining to confidential or privileged information or pending litigation involving the City.

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The City reserves the right to respond to any posting in its social media sites in a manner consistent with the Social Media Response Decision Tree (see below).

The City reserves the right to ban users from using City social media sites if they post information that may tend to compromise the safety or security of the public or public systems (spam or malicious code) or engage in behavior that frequently violates the City Social Media Policy comment moderation guidelines.

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, on a limited case-by-case basis, to external sites that are germane to the community (eg., San Diego County Sheriff’s Department, State of California, Coronado Unified School District, etc.).

The City may provide educational information regarding ballot measures via City social media sites in compliance with federal and state law, regulations and policies.

The City shall control posting rights to City social media sites and only allow comments on City-initiated postings and not direct postings by outside entities on City social media sites where possible.

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. Postings shall reflect the officially stated position of the City, and such positions may be determined by the City Manager or his designee(s).

City Social Media Engagement on Non-City Social Media Sites

City staff communicating as representing the City and City social media platforms shall not comment or engage in debate on platforms other than the City social media sites.

City staff shall not engage, comment or post using their personal accounts and claim or otherwise indicate they are communicating officially on behalf of the City or representing the City with their comments.

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Where appropriate and consistent with the City Social Media Response Decision Tree, the City may reply to call outs or engagement where the City social media site does not enable hosting of the conversation (for example, Twitter).

Councilmember, Commissions and/or Boards’ Social Media Use

Members of the City Council, Commissions and/or Boards shall not engage on City social media sites to “Like,” “Share,” “Retweet” or otherwise respond to any published postings on the City social media sites that might indicate their viewpoint or preference on a specific matter that is under consideration by the City Council and prior to its full consideration and related public hearing on the matter. Nor shall members of the City Council, Commissions and/or Boards 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.

Members of the City Council, Commissions and/or Boards may, as a matter of free speech, establish their own social media accounts but are requested to make clear that the content posted on said sites is not the official position of the City.

City Staff Social Media Use

City staff may not represent themselves as formally speaking for the City unless identified previously by the City Manager as official spokespeople. Identified City spokespeople shall conduct themselves on social media only within the scope defined herein and in compliance with all City policies, practices, and user agreements and guidelines.

While an employee’s personal use and comments made at social media sites are subject to First Amendment protections, as well as permissible restrictions, any personal use made of social media sites outside of work must not be attributable to the City or the employee’s job function at the City. For example: a. do not use your work email address to register for social media and other sites unless the purpose is directly related to your job; b. do not provide the City’s or another's confidential or other proprietary information; c. do not state or imply that you speak for the City, for a City department, or for City officials.

Employees are personally responsible for the content they publish on social media sites. The City is not responsible for the personal content of your social media sites. Be mindful that what you publish may be public for a long time. Be aware of your association with the City in online social

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networks. If you identify yourself as a City employee, ensure your profile and related content is consistent with how you wish to present yourself with colleagues and citizens.

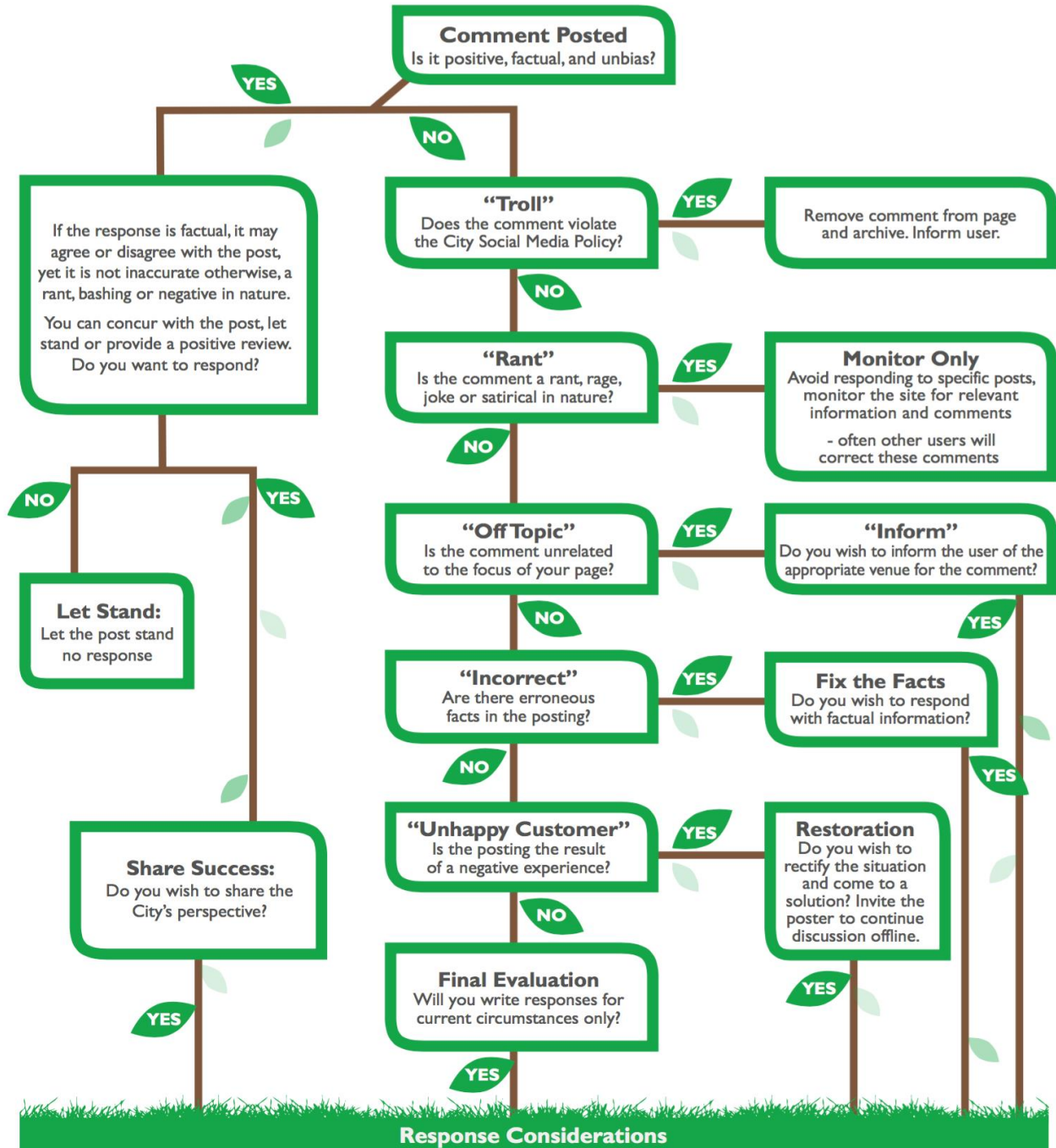
Whether you publish to a blog or some other form of social media, make it clear that what you say there is representative of your views and opinions and not necessarily the views and opinions of the City. Unless you are specifically authorized to speak on behalf of the City, consider including the following disclaimer on personal blogs or social media in which you identify yourself as a City employee: "The postings on this site are my own and don't necessarily represent the City of Coronado's positions, strategies or opinions."

Social media activities that are not protected by First Amendment rights and that violate this or any other City policy will be subject to investigation and appropriate action, as determined by the City of Coronado.

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City Social Media Response Decision Tree



Transparency – Disclose your City connection

Cite Your Source – When you a reference to a law, regulation, policy or other website, where possible provide a link or at a minimum, the cite.

Respect Your Time – Do not spend more time than the response is worth

Use a Professional Tone – Respond in a tone that reflects positively on the City