

CITY OF DUARTE

Subject: City of Duarte, Social Media Policy

I. Purpose

The Social Media Policy establishes guidelines for the use of social media sites by the City of Duarte (“City”) as a means to disseminate information regarding the City’s mission, meetings, activities, events and current issues to members of the general public.

The City of Duarte’s intended use of City social media sites is to relate solely to matters of agency business and does not intend to create general public forum.

II. Definitions

- A. “Social media sites” means, but not exclusive to, websites and internet based applications where user created content exists electronically. The user created content is accessible, expandable and upgradable through and on the Internet. Examples of social media sites include but are not limited to: Twitter, Facebook, LinkedIn and Instagram.
- B. “City social media” means a page, location or other means for collection of digital information on a social media platform over which the City controls City staff generated postings, except for advertisements or hyperlinks by the social media site’s owners, vendors or partners.
- C. “City post” or “City postings” mean information, articles, pictures, videos or any other form of communication posted by City staff on a City social media page.
- D. “Post” or “postings” mean information, articles, pictures, videos or any other form of communication posted by an agency or user on a City social media page.

III. Policy

The City’s website www.accessduarte.com shall remain the City’s primary source for online communication. To the extent possible, a link to the City’s Website shall be included on all City social media pages. City social media pages may supplement, but shall not replace, the City’s legally required notices. To the extent possible, City social media pages shall link back to the City Website for forms, documents, online services and other information necessary to conduct business with and/or in the City of Duarte.

Ralph M. Brown Act

Use of the City social media sites by officials, officers and/or employees of the City shall be in compliance with all applicable laws including the Ralph M. Brown Act ("Brown Act"). Members of the City Council, Commissions and standing committees shall be advised of the potential implications, under the Brown Act, of choosing to "like," "share," retweet or otherwise respond to any published postings on City social media sites, or using the City social media sites to blog or engage in serial meetings, or otherwise discuss, deliberate, or express opinion on any issue(s) within the subject matter jurisdiction of the City.

Termination of Site

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

Social Media Site Providers

City social media sites are subject to the usage rules and regulations required by the site provider including privacy policies. The City does not control the privacy and use policies of social media sites, including City social media sites. Users of social media sites are subject to the terms and conditions they have agreed to when registering to use social media sites. Social media site providers may, from time to time, modify their terms, conditions and usage policies with little to no notification.

Public Records Act

The City' Social Media Policy shall be displayed to users or made available by hyperlink at www.accessduarte.com

City social media sites are subject to the California Public Records Act, Records Retention Policy of the City and the State of California as they may be amended from time to time. 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, and that is otherwise retained by the City in accordance with applicable laws and policies, may be a public record subject to disclosure.

Content Management

a. City social media sites shall be managed and moderated by the Public Information Officer ("PIO"), person or designee(s) designated by the Public Information Officer. Establishment of City social media sites require approval of the PIO. Postings, which ask a question or is a request for information generated by an agency or users will be directed to the relevant department head and the individual will respond to the post. The department head will communicate with the City Manager's office on the status of the post.

b. The PIO of City social media sites shall create profiles using a City owned email address only.

c. All comments or postings to the City's social media platforms will be monitored. A comment or post by a member of the public on any City social media page is the opinion of the commenter or poster only and does not imply endorsement of or agreement. The City reserves the right, to the extent permitted by law, to remove comments or content including those that:

1. Contain profane language;
2. Contain pornography;
3. Promotes, fosters or perpetuates discrimination of protected classes;
4. Are sexually harassing;
5. Are solicitations for commerce or advertisements including promotion or endorsement, unless already part of a City-sponsored or City co-sponsored event;
6. Promote or endorse political groups or individuals;
7. Conduct or encourage illegal activity;
8. Encourage injury to the public, public officials or public facilities;
9. Defame any person, group or organization;
10. Violate a legal ownership interest of any party, such as trademark or copyright infringement;
11. Contain false statements of fact;
12. Includes threats of violence;
13. Discloses information otherwise protected from disclosure of law;
14. Violates the Brown Act.

d. Any content removed based on items (c)1-14 above must be retained, including time, date and identity of the user/poster when available, in accordance with the agency's policy on the retention of such information.

e. The City reserves the right to respond to any posting on City social media sites.

f. The City reserves the right to ban users from participating in City social media sites based on repeated postings that are eligible for removal in accordance to items (c) 1-14 above.

g. The city may post links to external sites which are government sites, City-related sites or sites with specific ties to the City.

h. The City shall control posting rights to City social media services and only allow comment on City initiated postings and not allow direct posting by outside entities on City social media services.

i. Content generated by agencies or users whether favorable or unfavorable, shall be allowed to remain provided it is relevant to the conversation topic and is not in violation of items 1-14 above in section C. All comments, whether favorable or unfavorable, will be removed after a 1 week period.

j. All City of Duarte social media pages shall clearly indicate that the site(s) is maintained by the City and shall prominently display City contact information. Branding the City's social media pages as the "official page of the City of Duarte" is required. All City-maintained social media pages shall include the City logo.

k. This policy may be revised at any time by or upon approval by the City Manager.