



SOCIAL MEDIA POLICY

1. PURPOSE

To address the fast-changing landscape of the Internet and the way residents and businesses communicate and obtain information about the City of Concord (“the City”) online, the City’s departments may consider using social media tools to reach a broader audience. The City encourages the use of social media to further the goals of the City and the missions of its departments, where appropriate.

The City has an overriding interest and expectation in deciding what is “announced” or “spoken” on behalf of the City on social media sites. This policy establishes internal procedures for the use of social media.

“Social media” and “Web 2.0” are terms used interchangeably to refer to activities that integrate technology, social interaction and content creation. This media allows people to generate, organize, share, edit and comment on web content by means of RSS and other web feeds, blogs, mashups, widgets, wikis, podcasts and photo- and video-sharing sites. Examples of social media sites include Facebook, MySpace, YouTube, Twitter, LinkedIn and Flickr.

2. GENERAL

- 2.1 In establishing social media sites, users are required to agree to the terms and conditions of the host, effectively creating a contract between the host and the user (the City). In accordance with Government Code § 40602, and Concord Municipal Code § 2-643(c), all of the City’s social media sites opened by departments and offices are subject to approval by the City Manager’s office.
- 2.2 The City’s website (<http://www.cityofconcord.org>) will remain the City’s primary and predominant Internet presence.
- 2.3 The most appropriate uses of social media tools are as informational channels to increase the City’s ability to broadcast its messages to the widest possible audience and receive feedback from the public.
- 2.4 Wherever possible, content posted to the City’s social media sites will also be made available on the City’s website.
- 2.5 Wherever possible, content posted to the City’s social media sites must contain hyperlinks directing users back to the City’s official website for in-depth information, forms, documents or online services necessary to conduct business with the City of Concord.
- 2.6 The City’s social media sites shall comply with the City’s conflict of interest code and applicable ethics rules and policies.
- 2.7 The City’s social media sites shall comply with all other appropriate City of Concord policies and procedures, including but not limited to:
 - 2.7.1 Policy & Procedure No. 26 (‘Records Management Program’), Policy & Procedure No. 27 (‘Public Records Inspection and Fees’), and Administrative Directive No. 162 (‘Computer Systems and Related Technologies Usage Policy and Security Guidelines’)
 - 2.7.2 Any exceptions will be approved by the City Manager’s Office, IT Division (CIO or designee) and/or the Community Relations Manager dependent on the policy.

- 2.8 Social media sites will not be the primary tool for disseminating day-to-day emergency information. The Police Department will determine the primary tool for this function. Emergency information may be released on social media sites, but not before release through the Police Department's approved emergency information system. Any emergency information released on a City social media site shall also direct the reader to the appropriate site to sign up for the Police Department's emergency notification system.

3. ACCOUNT ADMINISTRATION

- 3.1 All new social media tools proposed for City use will be approved by the City Manager's Office.
- 3.2 The City Manager's Office will maintain a list of social media tools which are approved for use by City departments and staff.
- 3.3 Individual departments will maintain lists of social media sites set up by staff members, including login and password information. The information will be kept on file by the department in a central location and provided upon request by the City Manager's office.

4. CONTENT STANDARDS

- 4.1 Where the host does not provide a template of its own, the City's social media pages and accounts will be consistent the City's website and print materials.
- 4.2 Content, as much as possible, should mirror information presented on the City's website. The department's director or designee shall ensure that information is posted correctly.
- 4.3 Page administrators may add photos and videos as appropriate. If there are postings of photos and/or videos of the public, staff must secure waivers from individuals depicted in any photos and/or videos, unless the photos were taken during a public event when no reasonable expectation of privacy exists. Photos and/or videos of the City's employees taken during regular office hours may be posted without obtaining waivers.
- 4.3.1 The department must secure a disclaimer from the author or owner of any video or photograph not produced or purchased by the City. This does not apply to photographs and videos taken by a professional photographer or videographer hired by the City for this purpose.
- 4.4 Public comments should generally be allowed only if the department performs regular monitoring of the content. If the department is unable or unwilling to do so, then public comments should be disabled. Any City social media page which accepts posts from the public will include the following disclaimer:

"This is an official City of Concord [Twitter, Facebook page, blog, etc.] account. For more information about the City of Concord, visit <http://www.cityofconcord.org>. This site is intended to facilitate communication between the public and the [City / department] on the listed topics and as a forum to further the [City / department]'s mission. Any direct posts to this page must conform to the City's [social media policy](#) and may be considered a [public record](#). The City reserves the right to restrict or remove any content deemed in violation of the City's social media policy including:

- Profane language or content.
- 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 or sexual orientation.
- Sexual content or links to sexual content.
- Solicitations of commerce.
- Conduct or encouragement of illegal activity.

- Information that may compromise the safety or security of the public or public systems.
- Content that violates legal ownership interest of any other party.”

5. MONITORING OF CONTENT

- 5.1 Users and visitors to the City’s social media sites shall be notified that the intended purpose of the site is to serve as a means of communication between City departments and members of the public. The City’s social media site articles, posts, and comments containing any of the following forms of content shall not be allowed and shall be removed as soon as possible:
- 5.1.1 Profane language or content.
 - 5.1.2 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 or sexual orientation.
 - 5.1.3 Sexual content or links to sexual content.
 - 5.1.4 Solicitations of commerce.
 - 5.1.5 Conduct or encouragement of illegal activity.
 - 5.1.6 Information that may compromise the safety or security of the public or public systems.
 - 5.1.7 Content that violates legal ownership interest of any other party.
- 5.2 Users shall be informed by posting to the City’s social media sites that the City disclaims any and all responsibility and liability for any materials that the City deems inappropriate for posting, which cannot be removed in an expeditious and otherwise timely manner.
- 5.3 These guidelines must be displayed to users or made available by hyperlink. 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.
- 5.4 The City reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.

6. RETENTION OF RECORDS

- 6.1 The City’s social media sites are subject to the California Public Records Act and Proposition 59, amending Article 1, Section 3 of the California Constitution. Any content maintained in a social media format that is related to City business, including lists of subscribers, city postings, and public comments (with certain exceptions), is a public record.
- 6.2 Retention of Records: Similar to retention of City emails (Administrative Director No.162), due to the temporary nature of postings and comments on social media sites, postings and comments shall not be considered permanent records of the City and retained as such unless printed, filed or otherwise saved by the Department or Division staff responsible for the social media site.
- 6.2.1 Content removed pursuant to this policy shall be printed out prior to removal and retained per the City’s Records Management Program (Policy and Procedure No. 26).
- 6.3 The Department maintaining the site is responsible for responding completely and accurately to any request for public records on social media; provided, however, such requests shall be handled in collaboration with the City Attorney’s Office.