

Social Media Use Policy

Definition Social Media is a variety of online sources that allow people to communicate, share information, share photos, share videos, share audio, and exchange text and other multimedia files with others via some form of online or cellular network platform. For purposes of this Social Media Policy, “Authorized Users” of social media networks for City Business shall include City employees, officers, volunteers, attorneys, and any consultants, providers, and contractors that are acting in an official capacity for the City and are given specific written authorization to post information (“posts”) on social media websites on behalf of the City.

Purpose The purpose of this Social Media Use Policy (“policy”) is to establish guidelines for the City of Grover Beach’s (“City”) participation in and City staff use of third-party platforms commonly known as social media sites, channels, networks, and technology such as Facebook, Google+, MySpace, LinkedIn, Foursquare, Twitter, Instagram, Pinterest, Snapchat, Nextdoor, YouTube, and similar social media platforms or in similar kinds of electronic networking services (collectively, “social media networks”) for City business. The purpose of this policy is also to establish guidelines and standards for all Authorized Users who are authorized to post information (“posts”) on social media websites on behalf of the City, and to provide guidelines for the use of social media networks for any Authorized Users with access to social media during working hours, non-working hours (subject to the limitations set forth in this policy), and/or at the workplace.

The City intends for its use of any social media site to relate solely to matters of City business and does not, in any way, intend to nor actually create general public forums.

Social media networks offer substantial opportunities to communicate to a significant segment of the population, and if used properly, may provide a benefit to the City of Grover Beach by providing an additional avenue of public outreach and dissemination of information. However, as with other interactive uses of the internet, posting information on social media networks is not without risks. Use of such networks for official City purposes raises legal issues that are unique to the City and generally do not affect private persons or entities. When posting on social media networks on behalf of the City, Authorized Users are, in effect, serving as the voice of the City. The City has an overriding interest and expectation in deciding what is “announced” or “spoken” on behalf of the City on social media platforms. Therefore, all participation on social media must be in accordance with the provisions set forth herein.

General Policy This policy applies to all Authorized Users acting in an official capacity who utilize social media networks on behalf of the City for the following City business purposes:

- A. To establish guidelines for posting of information on social media networks.
- B. To establish guidelines for user policies of social media networks.
- C. To provide a uniform policy that will be implemented by all departments which utilize social media as an informational tool.

- D. To establish guidelines for the use of social media for all employees who observe and monitor postings of others as part of their work assignment.

All Authorized Users shall comply with this policy in all respects. This policy is subject to revision at any time. In the event of a revision to this policy, the City will attempt to provide prior notice of any such change. However, this policy may be changed without prior notice when deemed necessary to fully protect the City's interests and/or the public's interests. If it is necessary to change this policy without providing prior notice to employees, the City shall notify the employees of the change at the earliest possible time. All Authorized Users who have been authorized for social media access shall sign an acknowledgement of receipt of this policy indicating that he or she has read and understands all of its provisions and agrees to be bound by the same. Before posting anything on social media networks, the Authorized Users must check the most current policy to ensure compliance.

While this policy acknowledges that social media is a way to engage with others, this policy is not intended to require the City, nor any Authorized User acting in an official agency capacity to use social media. The City will periodically conduct a risk assessment of the use of social media technology and sites and determine whether the use of social media sites is appropriate and whether appropriate risk mitigation controls can be implemented.

Ownership and Adherence to Other City Policies

1. All social media communications composed, sent, or received on City equipment or on the City's authorized social media networks are the property of the City.
2. The use of City computers, City-issued smartphones, City-issued tablets, or any other City-issued electronic device to post information on a social media network are subject to all applicable policies of the City.
3. This policy is in addition to the City's Personnel System Rules and Administrative Policies and supplements other Department policies approved by the City Manager.
4. For the purpose of this policy, an "authorized social media network" is one that has been approved and created in accordance with this policy.

Creation of Social Media Pages

5. The City Manager's Office may establish official "City of Grover Beach" social media networks and pages. The City Manager's Office will maintain a written list of all approved social media networks and pages along with the username and passwords of each page.
6. Each established department within the City may create departmental social media networks and/or social media pages for a specific City-related purpose or City event. Any social media page that is created for a specific City-related event purpose or event is subject to the limitations in section 5, below.

- a. Creation of any such social media network must be proposed, in writing, by the department head to the City Manager (or Designee). The City Manager (or Designee) may, in his/her sole discretion, approve, deny, or modify the creation of such social media networks or pages. A department may not create a social media network or page without the prior written authorization of the City Manager (or Designee). Consideration shall be given to the overall nature and theme of the network or page, and its suitability for use for City purposes.
7. Each department is responsible for the creation, administration, posting and deactivation of their social media account.
 - a. Generally, new social media networks should not be created for a specific purpose or event. Information about specific purposes or events should be streamlined through the City's authorized social media page or another primary social media page. Any request to establish a page for a specific purpose or event should be requested in writing to the City Manager's Office for consideration.
 - b. If there is an existing social media network that has not been used for 12 months or longer, it should be deleted or taken down if it is not being utilized on an ongoing basis consistent with current City Records Retention policies. The department must provide written confirmation to the City Manager's office if it intends to delete or not use a social media page before deactivation.
 - c. The City Manager's Office shall have ultimate authority over all City participation on social media networks and may order the deactivation of all or part of a department's social media networks if the City Manager, or his/her designee, in his/her sole discretion, determines that the content or social media network is not in the best interests of the City.

Administration and Maintenance of Authorized Social Media Networks

8. Only Authorized Users acting in an official capacity who utilize social media networks on behalf of the City authorized in writing by his/her department head or the City Manager or his/her designee are permitted to maintain, administer, and/or post on an authorized social media networks on behalf of the City of Grover Beach.
 - a. In approving an authorized social media network, the City Manager, or his/her designee, shall designate at least one authorized employee that will be responsible for the regular monitoring and maintenance of that particular social media page or pages.

- b. Authorized employees shall only address issues within the scope of their specific authorization.
 - c. Authorized employees must always conduct themselves as a representative of the City and in accordance with all City policies.
9. Social media networks often have their own policies, terms of use, conditions of use, and/or legal restrictions. These terms could have significant legal and financial implications for the City. Therefore, prior to signing and/or agreeing to adhere to any policies, terms of use, conditions of use, and/or legal restrictions for social media networks, authorized employees must obtain the City Manager's or his/her designee's written approval. In addition, prior to posting any content on an authorized social media page, authorized employees must review, become familiar with, and comply with the designated social media network policies and terms and conditions.
10. While City-approved social media sites are to be used for City business and for the purposes stated, herein, they are not intended to replace nor serve as the primary means of the City's communication with anyone. The City has an official website. This website shall remain the primary means of online communication with the public.
11. All information posted on behalf of the City by Authorized Users who utilize social media networks for City business must:
 - a. Directly pertain to the City;
 - b. Contain factual 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;
 - c. Not include any proprietary, confidential, sensitive, personally identifiable information and intellectual property;
 - d. Comply with all other City rules and policies, including but not limited to, the City's harassment prevention policy;
 - e. Present the City in a positive light; and
 - f. All posts should be consistent with established City branding as much as possible.
12. Authorized Users who utilize social media networks on behalf of the City are prohibited from posting the following content on any authorized social media networks:

- a. A photograph, video, or image of any non-employee who can be readily identified by the naked eye in the photograph, video, or image without first obtaining the depicted person's written consent. If the person depicted in the photograph, video, or image is a minor or someone incapable of providing consent, the City must obtain the consent of the depicted person's parent or legal guardian before posting the photograph, video, or image to an authorized social media page;
- b. Language that is sexually explicit, or that is lewd or obscene, racial, promotes religious beliefs, political, or illegal, or that expresses a personal opinion, except as provided under the "Comments and Posts by the Public" guidelines listed below;
- c. Actual or perceived threats to public health, safety or property unless the authorized employee has authorization from the City Manager to post such content;
- d. Actual or potential legal claims, lawsuits or other legal issues, unless approved in advance in writing by the City Attorney;
- e. Personnel or medical matters;
- f. Testing materials or matters related to the evaluation of employment applicants;
- g. Budget planning and priorities, unless approved in advance in writing by the City Manager;
- h. Criminal investigations and content regarding crime scenes;
- i. Solicitation, engaging in or endorsing any commercial, products or activities unless it is for the sole purpose of promoting the City with upcoming events, sponsorship or promotional in nature (like National Donut Day, where all donut companies in the City are represented). This provision is intended not to limit the City's ability to support business in Grover Beach generally, but to refrain from supporting one particular business or a particular commercial enterprise or sole business.

- j. Comments in support of or in opposition to elected and appointed City officials, political candidates, political campaigns, ballot measures, and matters that may reasonably be agenized for consideration by the City Council, Grover Beach Tourism Business Improvement District (ATBID),) and/or any City commission, agency, or board. No City social media site may be linked to any private web site related to a candidate’s campaign for elective office, but they may link directly to the home page of the Office of the City Clerk’s election-related pages where general election and candidate information can be found; and
 - k. Comments regarding the position of any City Council member or member of any City commission, agency, or board regarding a City-related issue or comments regarding, or speculating about, a potential decision by the City Council or any City commission, agency, or board. Comments reflecting the author’s opinion or beliefs.
13. Following City Manager approval of an authorized social media network, Authorized Users who utilize social media networks on behalf of the City must adhere to the following rules:
- a. Authorized social media networks shall utilize account names or usernames that are clearly identifiable as City social media platforms. Examples include, but are not limited to: @Grover Beach @GroverBeachPolice @GroverBeachPlanning @GroverBeachParksandRec @GroverBeachPublicWorks @5CitiesFire #GB60 #GBTtogether
 - b. City account profiles must contain a valid City username, address, website, and phone number.
 - c. Authorized social media networks must clearly indicate the City department or organization it represents on the home page.
 - d. Authorized Users may not use or include personal email addresses or any other personal information in the user profiles and/or posted content for authorized City social media networks. Instead, Authorized Users may use their name, title, and a city email address. If an Authorized User wishes, he/she may request a “common” email address from the IT department (i.e. “planningfb@GroverBeach.org”) or other similar email address that is received by the Authorized User managing a social media page. To manage any of the City’s social media networks, it is required that an Authorized User be assigned as an administrator or editor of the page.

- e. The City logo (with or without the department name) or a City Asset logo shall be used as the account profile picture. If a department wishes to use an image as the Cover photo, the department must obtain approval from the Department Head before changing the existing photo and assure any photo used is not subject to federal copyright protection.
 - f. Authorized Users shall enable, set, or configure all accessibility features available on authorized social media networks to help ensure that the content of such social media platforms are accessible to as many people as possible with the understanding that City and Authorized Users have no control over particular social media provider algorithms nor can City nor any Authorized Users guarantee how or when content is accessed by others.
 - g. If an approved social network requires account administrative approval to join, everyone who requests access must work with the City Manager or his/her designee on approval to be added.
 - h. To maintain the security of the City's network, Authorized Users who manage social media pages shall use different passwords for authorized social media networks. The City Manager's Office will maintain a written list of all approved social media networks and pages along with the username and passwords of each page.
 - i. Authorized Users shall follow the City's IT department password guidelines when selecting passwords for social media networks.
 - j. An Authorized User may not share an authorized social media network account password with anyone who is not an Authorized User as to that authorized social media network. The only exception is when the different social media pages are being promoted by a professional Marketing company to boost and promote event information. Access must have the oversight and approval from the City Manager or his/her designee
14. Except as expressly provided in this policy, Authorized Users accessing any authorized social media networks shall comply with all applicable policies of the City, including, but not limited to those policies that pertain to use of the internet by Authorized Users acting in an official capacity, including email content.

Personal Use of Social Media

15. The following rules and guidelines apply to all Authorized Users acting in an official capacity of the City of Grover Beach:
 - a. While Authorized Users may voluntarily choose to engage with the City on its social media pages, the City does not encourage or require any Authorized User to follow or “like” City social media networks.
 - b. The City does not condone the personal use by Authorized Users of social media sites during the working hours by any means, including by using City-owned equipment. Authorized Users are permitted to use social media sites for personal use during their breaks and at lunch. Authorized Users have no right or expectation of privacy when using City issued devices or systems. The City reserves the right to monitor, search, or disclose Authorized Users use of City resources.
 - c. When an Authorized User uses social media in a personal capacity, they are doing so for themselves and they are not speaking nor communicating on behalf of the City. Authorized Users should make certain that it does not appear that they are speaking or posting for the City unless authorized to do so.
 - d. Authorized Users are reminded and cautioned that nothing posted on the internet is private. Content can easily be shared, forwarded, and distributed to broader audiences without your knowledge or permission.
 - e. Information posted on any social media site may be used as evidence in disciplinary, administrative, or legal proceedings. The City will not require you to provide a password or other security information for your personal sites that are password protected or otherwise non-public.
 - f. The personal use of social media by an Authorized User in a manner that violates any City policy or procedure will not be tolerated, and may be grounds for disciplinary action, up to and including termination. Authorized Users are expected to comply with the same ethical and performance standards on-line as in the workplace. Using social media in a way that adversely impacts a job, co-workers, the City, or the public is prohibited. An Authorized User’s use of social media in a manner that violates the City’s policies and procedures, including, but not limited to, the City’s workplace harassment, discrimination, and retaliation policies, will not be tolerated, and may be grounds for disciplinary action, up to and including termination.

- g. Authorized Users may not use their official City email addresses to create or maintain any personal social media page(s).
- h. Authorized Users may not post any content on the internet or social media that constitutes or contains City confidential, proprietary, privileged, private, personnel, or other non-public information.
- i. Authorized Users are prohibited from using the City logo or informal logo, representing the City, or representing that they speak on behalf of the City. Authorized users must also make clear in any on-line activity that the views and opinions they express about work-related matters are their own, have not been reviewed by the City, and do not necessarily represent the views and opinions of the City.
- j. This policy is not intended to prohibit conduct permitted by Section 3502 of the Meyers-Milias-Brown Act or any other state or federal law.

Comments and Posts by the Public

- 16. Authorized Users should be aware that it is not always possible or recommended on social media networks to disable the feature that allows or permits responsive posts by members of the public. By permitting use of this feature, the City does not intend to create a general public forum, and all comments and posts must comply with this Social Media Policy. In addition, most social media platforms have their own terms of use and standards of conduct. All content posted on a City social media page must comply with this Social Media Policy and any host site user guidelines. In such an event, the following regulations apply:
 - a. The Authorized Users for each authorized social media network that allows public posts make sure the “terms of use” or “disclaimer” is posted and readily accessible to anyone wishing to post a comment, and are being updated and followed by the Authorized Users managing the responses. Any changes to the “terms of use” policy must be approved in advance by the City Manager or City Attorney (or their respective designees).
 - b. To the extent that members of the public are permitted to post content on an authorized social media network, Authorized Users should only respond to a post by a member of the public if they are answering a question or providing direction. All posts responding to a particular post must be positioned as a response to benefit the entire social media audience or addressing a concern that is being shared. It is not necessary to respond to each post. The same applies to private messages by Facebook Messenger or Instagram where a question is being asked. Only

answer to those questions that are relevant and make sure the answers are thorough as if you were talking to a public audience. Spam related messages should be ignored. Timeliness in your response is important and responding within 24 hours is always a good practice or on a Monday following a weekend post.

- c. Authorized social media networks provide the ability to hide or delete posts from the public. If the Authorized Users wish to hide or delete a post, they need to coordinate with the City Manager before removing any items. If the post is to be deleted, there is a documentation process for public records that needs to be followed before any post can be deleted. Standard practice for social media is that once a post is published, it cannot be deleted. It can be edited if it does not change the original intent of the post.
 - d. No post, comment, or other content shall be removed solely because it is critical of the City, its' officials, employees, or programs, or because City staff disagrees with the viewpoint of the comment, content, or submittal.
 - e. The Authorized User must review their assigned social media page(s) and all associated content not less than once each workday. If the Authorized User will be absent for more than one workday for any reason, the department head or his/her designee is responsible for performing the review.
17. Every social media page that allows comments or posts from the public must include the following disclaimer/terms of use located in a readily accessible part of each social media page, such as the privacy policy, the "about us" section or as a pinned post. In those situations where the full disclaimer/terms cannot be posted due to character limits, etc., the link to the social media policy should be made available.

City of Grover Beach. For more information about the City of Grover Beach, please visit www.GroverBeach.org. The City does not intend to create a general public forum, and all comments and posts must comply with these terms of use. This social media page is intended to serve as a mechanism for communication between the City and the public to help further our mission. Any comment submitted to this page and its list of fans, followers, or subscribers may be considered a public record, which is subject to disclosure pursuant to the California Public Records Act. Public information requests must be directed to the City Clerk's office.

If any public comments are allowed on this page, all comments posted will be monitored daily and inappropriate content will be removed as soon as possible. The City reserves the right to report a user directly to the host site if a post, comment, or other content by the user violates the host site's terms of use. Under the City of Grover Beach Social Media Use Policy,

the City reserves the right to remove inappropriate content, including, but not limited to, the following:

- 1. Profane, obscene, violent, or pornographic content and/or language whether explicitly or implied;*
- 2. Content that promotes, fosters, or perpetuates discrimination or harassment on the basis of race, color, national origin, religious creed, ancestry, physical or mental disability, medical condition, pregnancy, childbirth or related medical condition, age, sexual orientation, sex, gender identity, gender expression, genetic information, military or veteran status, marital status, or any other basis protected by applicable state or federal law;*
- 3. Threats to any person or organization or encouragement of illegal activity;*
- 4. Information that tends to compromise the safety or security of City employees, the public, public systems, or the City's technology resources;*
- 5. Content that violates any legal ownership interest, such as a copyright or trademark;*
- 6. Content containing personal information, such as home addresses, phone numbers, social security numbers, dates of birth or driver's license numbers;*
- 7. Solicitation of commerce, including any advertising or business services or products for sale;*
- 8. Content that violates any federal, state or local laws;*

The City disclaims 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. The City reserves the right to remove any fans, followers, or subscribers that continuously violate this policy.

A comment posted by a member of the public on any City of Grover Beach social media site is the opinion of the commentator or poster only, and the publication of a comment does not imply endorsement of, or agreement by, the City of Grover Beach, nor do such comments necessarily reflect the opinions or policies of the City of Grover Beach.

The City reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law. Notwithstanding the foregoing, the City of Grover Beach is not obligated to take such actions and disclaims any and all responsibility and liability for any materials posted by a member of the public.

By posting a comment, users agree to indemnify the City of Grover Beach, its officers, and employees from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred by any of them which arise out of or are related to content posted by users. If a user does not agree to these terms, the individual should not use the City of Grover Beach's social media sites as a violation of these terms may lead to legal liability.

Please enjoy this page and if you have any questions regarding the terms of use please email us at GBAdmin@Groverbeach.org.

18. The above disclaimer may not be altered without the prior approval of the City Manager. If it is not possible to provide the preceding disclaimer on a social media network, this fact must be brought to the City Manager's attention prior to establishing a social media website. In that situation, special approval from the City Manager will be necessary to proceed with that particular social media website. The City Clerk will work with authorized staff to set up the page and disclaimers correctly.
19. The inclusion of links in any post must comply with the City's official website external link policy, unless authorized by the department head or City Manager.

California Public Records Act

20. All content posted on a social media website may be subject to the California Public Records Act, California's civil discovery statutes, and other applicable laws requiring the disclosure of public records. All content must be managed, stored, and retrieved to comply with these laws, including any photographs or images. In addition, all content subject to the City's records retention policy must be maintained consistent with that policy. Any content on authorized social media networks shall be maintained in a format that preserves the integrity of the original record and must be easily accessible using the approved City platform and tools. In addition, City staff must adhere to the following rules:
 - a. The City Manager's office will maintain a list of all authorized social media pages and all account information for such pages, including login passwords, to allow for the immediate alteration or removal of content that is inappropriate or inconsistent with City policy.
 - b. Authorized Users shall maintain a record of social media account information, including username, password, registered email address, date established, and authorizing representative and the site's terms of use.

- c. Authorized Users shall maintain a content calendar that provides general information on what was posted and the corresponding dates.
- d. All documents shall be easily accessible, including photographs or images if the website is subject to a California Public Records Act request or similar request for disclosure.
- e. City staff shall direct any public records requests to the City Clerk's Office.

FAILURE TO ADHERE TO POLICY

An Authorized User's failure to adhere to the provisions of this policy may result in disciplinary or adverse action being taken against the Authorized User up to and including termination.

City of Grover Beach
Employee Acknowledgement of Social Media Use Policy

This statement acknowledges that I have received and read a copy of the City of Grover Beach **Social Media Use Policy**. I acknowledge, and fully understand, the terms of this policy and agree to abide by them. I understand that any violation of this policy could lead to disciplinary action up to and including termination and/or criminal or civil prosecution.

Signed: _____

Printed Name: _____

Title: _____

Department: _____

Date: _____

Department Head's Authorization: _____

City of Grover Beach

Consultant/ Contractor Acknowledgement of Social Media Use Policy

This statement acknowledges that I have received and read a copy of the City of Grover Beach **Social Media Use Policy**. I acknowledge, and fully understand, the terms of this policy and agree to abide by them. I understand that any violation of this policy could lead to disciplinary action up to and including termination and/or criminal or civil prosecution.

Signed: _____

Printed Name: _____

Title: _____

Company: _____

Date: _____

City Manager (or CM Designee's Authorization): _____

City of Grover Beach
Volunteer Acknowledgement of Social Media Use Policy

This statement acknowledges that I have received and read a copy of the City of Grover Beach **Social Media Use Policy**. I acknowledge, and fully understand, the terms of this policy and agree to abide by them. I understand that any violation of this policy could lead to disciplinary action up to and including termination and/or criminal or civil prosecution.

Signed: _____

Printed Name: _____

Title: _____

Company: _____

Date: _____

City Manager (or CM Designee's Authorization): _____

City of Grover Beach