

CITY OF MONTEREY SOCIAL MEDIA USE POLICY

Purpose

To foster government transparency, community engagement and the exchange of information online, City of Monterey 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 "spoken" on behalf of the City on social media sites. This policy establishes guidelines for the use of social media.

General

1. As used herein, social media is defined as a category of internet-based resources that has a participatory element by integrating user-generated content. This includes, but is not limited to, social networking sites (Facebook, Google+, LinkedIn), micro-blogging sites (Twitter), photo- and video-sharing sites (Flickr, Instagram, Pinterest, YouTube), wikis (Wikipedia), blogs, and news sites.
2. All official City of Monterey social media sites, including, but not limited to, those created by departments or divisions, will be subject to approval by the City Manager's Office, or its designee.
3. The City will approach the use of social media tools as consistently as possible, enterprise wide.
4. The City of Monterey's websites (Monterey.org, @Work) will remain the City's primary and predominant internet presences.
 - a. The best, most appropriate City of Monterey uses of social media tools fall generally into two categories:
 - i. As channels for disseminating time-sensitive information as quickly as possible (for example: emergency information).
 - ii. As community engagement channels which increase the City's ability to share information with the widest possible audience.
 - b. Wherever possible, content posted to City of Monterey social media sites will also be available on the City's main website.
 - c. Wherever possible, content posted to City of Monterey social media sites should contain links directing users back to the City's official websites for in-depth information, forms, documents or online services necessary to conduct business with the City.
5. Designated departmental personnel will be responsible for the content and upkeep of any social media sites their department or division may create. Only authorized personnel may use social media on behalf of the City and/or a City department or division.
 - a. Employees representing the City via social media outlets must conduct themselves at all times as representatives of the City of Monterey. Employees shall comply with any applicable City and department policies. Employees that fail to conduct themselves in an appropriate manner shall be subject to appropriate disciplinary actions.
6. Wherever possible, all City of Monterey social media sites shall comply with all appropriate City of Monterey policies and standards, including but not limited to:

- a. Telecommunications Policy;
- b. Website Links Policy;
- c. Facebook Policy;
- d. Use of Web Images Policy; and
- e. Guidelines for City of Monterey Social Media Administrators.

Any exceptions to City policies must be approved in writing by the Communications Office.

7. Administration of City of Monterey social media sites:
 - a. The Communications Office will maintain a list of social media tools which are approved for use by City departments and staff.
 - b. The Communications Office will maintain a list of all official City of Monterey social media sites, including login and password information.
 - c. Departments or divisions will inform the Communications Office in writing of the desire to create a new social media site. The site may not be activated until written approval by the City Manager's Office, or its designee, is received.
 - i. The written notification to the Communications Office shall include the account name and address, login information, intended use of the account, and the names and contact information of employee(s) responsible for maintaining the account.
 - d. Departments or divisions will inform the Communications Office in writing of administrative changes to existing sites.
 - e. The City must be able to immediately edit or remove content from social media sites.
 - f. Daily maintenance and monitoring of social media sites is the responsibility of the applicable City department or division.
8. For each social media tool approved for use by the City, the following documentation will be developed and adopted by the Communications Office:
 - a. Operational and use guidelines;
 - b. Standards and processes for managing accounts on social media sites; and
 - c. Enterprise-wide design standards.
9. City of Monterey social media sites are subject to the California Public Records Act. The City's social media sites are public records and, as such, there is no right of privacy associated with the social media sites. Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.
10. California state law and relevant City of Monterey records retention schedules apply to social media tools and content. Each department will be responsible for maintaining the records for their social media sites.
11. Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between City departments and members of the public. City of Monterey social media site articles and comments containing any of the following forms of content shall not be allowed:

- a. Comments not topically related to the particular social medium article being commented upon;
- b. Comments in support of or opposition to political campaigns or ballot measures;
- c. Profane language or content;
- d. 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;
- e. Sexual content or links to sexual content;
- f. Solicitations or commerce;
- g. Conduct or encouragement of illegal activity;
- h. Information that may tend to compromise the safety or security of the public or public systems; or
- i. Content that violates a legal ownership interest of any other party.

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.

Users posting to the City's social media sites shall be informed that the City disclaims any and all responsibility and liability for any materials that the City deems inappropriate for posting.

12. The City reserves the right to restrict or remove any content that is deemed in violation of this social media policy, any other City policy, or any applicable law.

If an inappropriate or illegal post or comment cannot be removed due to the social media platform where the post originated, the department may choose to address the post by monitoring the activity of the commenter, sending a direct message, muting, blocking, or reporting negative activity to the social media platform where it originated.

13. The City reserves the right to terminate any City social media site that has been inactive for 90 days or longer. Prior to deactivation, the department or division will be notified in writing by the Communications Office that the site will be terminated within five days of notice.