

**CITY OF SANTA FE SPRINGS**  
**POLICY MANUAL**

**Subject: Social Media Policy**

**Adopted: May 8, 2014**

**Amended: September 17, 2024**

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**1. Purpose**

The purpose of this policy is to institute guidelines for the use of Social Media by the City of Santa Fe Springs (“City”).

The intended purpose of establishing official Social Media accounts for the City and using Social Media platforms is to disseminate accurate and consistent information about the City from the City to its residents, businesses, and visitors. The City supports the use of Social Media as an additional communication tool that informs and educates the public, maximizes the promotion of the City and its departments as well as City services, programs, events, engages the community, and maintains public trust.

The City intends for the use of its Social Media accounts to relate solely to matters of City business and does not in any way intend to, nor does it in fact, create any general public forum.

The City has an overriding interest in protecting the integrity of information Posted on its Social Media accounts and deciding what is “announced” or “spoken” on behalf of the City on Social Media accounts. This policy is intended to maintain the integrity of the City’s presence in Social Media and to ensure that Social Media is used appropriately and within City guidelines. This is to mitigate associated risks stemming from improper use of Social Media technology where possible.

**2. Definitions**

“Authorized User” means a City of Santa Fe Springs employee, intern, or approved contractor, who has been granted authorization by the Department Director overseeing the applicable City Social Media Accounts to access one or more of the City of Santa Fe Springs’ Social Media Pages/Accounts.

"City('s) Social Media Account" means specific Social Media Accounts which the City establishes and maintains, and over which it has control as to all Postings, except for advertisements or hyperlinks by the Social Media account's owners, vendors, or partners.

"Comment" means information, opinions, articles, pictures, videos, hyperlinks, or any other form of content or communication Posted on any official City Social Media Account by someone other than the City in response to or as a result of content shared or Posted by the City.

"Department Director" means the appointed City staff who oversees and manages a specific department within the City of Santa Fe Springs (for example, the Department of Community Services or the Department of Public Works). A Department Director is responsible for planning, organizing, directing, and coordinating the activities and operations of their department.

"Partner Social Media Account" means any entity or organization which can be defined as one of the following:

- Other governmental agency; or
- Entities with which the City has an existing formal, contractual relationship;  
or
- Educational institutions operating within the City.

"Post" means the information, articles, pictures, videos, hyperlinks, or any other form of content or communication disseminated by the City on any official City Social Media Account.

"Social Media" means an electronic service or account, or electronic content created and electronically shared by individuals, using accessible and interactive publishing technologies through and on the internet. Social Media uses many technologies and platforms, including social networking, blogs, wikis, photo and video sharing, podcasts, and more. Examples of Social Media include, but are not limited to, Facebook, Instagram, Blogs, RSS, YouTube, LinkedIn, and Nextdoor.

"Social Media Administrator" means the person(s) who are designated to manage and oversee the City's Social Media Account(s) including, but not limited to, Social Media Account creation and development, content creation and communications, monitoring and analytics, and policy compliance and enforcement.

“Social Media Content” means any materials, documents, photographs, graphics, text, and other information that is created, Posted, distributed, or transmitted using Social Media internet accounts or Social Media networks.

“Social Media Management Platform” means a secure web-based tool that allows for the management of multiple Social Media Accounts across various departments and devices. Examples include, but are not limited to, Hootsuite and Sprout Social.

“Troll” means a commonly referenced Social Media term for an online bully that deliberately tries to offend, cause trouble, or directly attack Social Media users and/or other entities by Posting derogatory, misleading, and/or incorrect information on Social Media.

### **3. Applicability**

This policy applies to all City employees, interns, volunteers, consultants, service providers, and contractors acting in an official capacity and when communicating with the public on behalf of the City. All City Authorized Users are expected to fully comply with relevant law, policies, and Social Media terms of service when utilizing Social Media Accounts.

### **4. Responsibility**

A. City Manager – Only the City Manager has the authority to approve the establishment, deletion, or inactivation of any and all City Social Media Accounts.

B. Department Directors – Within the terms of this policy, Department Directors have the authority to determine the content to be Posted or shared on the City’s Social Media Accounts related to their respective departments. Department Directors must coordinate such content with the Social Media Administrator for the development of content Posted on behalf of their department. Department Directors may appoint employee(s) to work directly with the Social Media Administrator to Post on behalf of their department.

C. Designated Administrator(s) for Social Media Account(s) – The City Manager shall designate one or more persons (“Social Media Administrator(s)”) who shall perform the administrative duties and manage the Social Media Account(s) and be responsible for overseeing the City’s Social Media Accounts and/or the City’s Social Media Management Platform. The Social Media Administrator(s) shall be responsible for developing, Posting, and monitoring content on behalf of the City and City departments and ensuring Posts comply with the branding guide adopted by the City Council on all City Social Media Accounts. The Social Media Administrator(s) shall review and approve all Posted content and review and monitor Comments, directing messages requesting responses from the City as appropriate. Additionally, Social Media Administrator(s) are

responsible for enforcing this Social Media Policy, and will serve as a Social Media point of contact for all departments. The Social Media Administrator(s) shall be responsible for providing their login and password information, for all Social Media Account(s), each time a new login or password is created and or reset.

D. Information Technology Division (IT) – IT will work closely with the Social Media Administrator to maintain security and access to all adopted City Social Media Accounts and keep updated records of all login and password information for recovery and access due to staff changes or authority granted. IT will be responsible for resetting all passwords in the event an account has been compromised if the Social Media Administrator is not available.

## **5. General Policy**

A. The City's official website will be the City's primary source and means of internet communication.

B. To the extent possible, City Social Media Accounts should link back to the official City website for announcements, forms, documents, online services, inquiries, public records requests, and other information necessary to conduct business with the City.

C. Information Posted by the City on City Social Media Accounts will supplement and not replace required notices and standard methods of communication.

D. The official City Social Media Accounts are an expansion of the City's information networks and are governed by City policies.

E. City Social Media Accounts should make clear that they are maintained by the City and state that they follow the City's Social Media Policy and Social Media hosts'/providers' terms of service.

F. City Social Media Accounts are subject to the California Public Records Act. Any content maintained in a Social Media format related to City business, including a list of subscribers, all Comments, Posted communication(s), and communication(s) submitted for Posting, may be a public record subject to public disclosure.

G. All City Social Media Account content shall be retained for a minimum of two years and longer if required by the City's records retention schedule. This includes, but is not limited to, all Posts and Comments, even if later deleted.

H. All City Social Media Accounts shall utilize City contact information (e.g., @santafesprings.gov) for account setup, monitoring, and access. The use of personal email accounts or personal phone numbers is prohibited to set up a City Social Media Account. When the Social Media platform requires an individual's name and or email

associated with the account, the creator of the account shall obtain an approved name and or email from the Department Director overseeing the applicable City Social Media Account.

I. Photos Posted by the City on City Social Media Accounts shall be those where the City has obtained signed releases from the persons depicted in the photograph or taken at public City events, programs, or activities where “Notice of Photography” signs have been displayed. Use of photographs taken at public City events, programs, or activities is consistent with the current practice for use in City marketing materials.

J. Employees representing the City and Posting content on behalf of the City on City Social Media Accounts must always conduct themselves as a representative of the City and observe all City policies. Social Media Administrator(s) will review all content to determine if it is appropriate or must be edited prior to Posting.

K. The Social Media Administrator(s) will monitor content on City Social Media Accounts to ensure adherence to City’s Social Media Policy, and in the interest and goals of the City on an ongoing basis.

L. All Social Media Posts and Comments are limited only to official City or Partner Social Media Accounts that support City business or operations in alignment with the City’s Social Media Policy.

M. Authorized Users are not to engage, respond, or Comment to Posts or Comments made on non-City or non-Partner Social Media Accounts, forums, or sites that do not follow the City’s Social Media Policy.

N. In the event of a declared “local emergency” by the Director of Emergency Services of the Disaster Council (S.F.S.M.C. §36), management and oversight of all City Social Media will be handled by the Director and or the Assistant Director of Emergency Services. This includes the ability to Post critical notices and updates across all available City Social Media Accounts, as needed.

O. All City social media accounts must be accessible and usable by people with the widest range of capabilities possible, including the integration of captions on videos. It is the responsibility of the social media administrator to ensure social media content is fully accessible regardless of platform functionality.

## **6. Social Media Account Management and Content**

A. Social Media Accounts approved for official use by the City include, but are not limited to, Facebook, Instagram, YouTube, LinkedIn, and Nextdoor. Not all forms of Social Media are appropriate for use by the City and any Social Media Account established on behalf of the City must be approved by IT staff, to ensure network security,

and then by the City Manager. Consideration shall be given to the City's security, and the overall nature, theme, and suitability for use for City purposes.

B. Approved City Social Media Accounts must provide a mechanism for disabling any feature permitting Comments or Posts by members of the public or any individual not authorized to Post on behalf of the City.

C. The City's Social Media Accounts are to be used for informational purposes and all content must pertain to the City and/or City business, programs, services, activities, or events.

D. City Social Media Accounts shall be managed consistent with all applicable laws including, but not limited to, the First Amendment, the Brown Act, the Political Reform Act, and the California Elections Code. Members of the City Council and City Commissions and Committees shall not Post or respond to any Posts, Comments, or publications on any City Social Media Account, or use any City Social Media Account to blog or engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the Council/Commission/Committee, or for any political purpose.

E. Acceptable content includes, but is not limited to: 1) text, 2) graphics, 3) hyperlinks, and 4) photos and videos.

F. Posts must contain information that is freely available to the public and not be confidential as defined by any City policy or state or federal law.

G. City Social Media Account Posts and content must only reflect the views and positions of the City. Posting of anyone's personal views or concerns is prohibited and may result in disciplinary action up to and including termination of the employee.

H. Any employee authorized to Post on the City's Social Media accounts shall use their best judgment in Posting on the City's behalf and shall always comply with this policy. This specifically applies to Postings on Instagram and/or Facebook "Stories". All other content must be approved prior to Posting.

I. Content in any Post made on behalf of the City shall not specifically refer to any City vendor, supplier, customer, contractor, employee, official, or resident, without the approval of the Department Director overseeing the applicable City Social Media Account(s).

J. Any employee authorized to Post on the City's Social Media accounts shall review, be familiar with, and comply with this policy.

K. The following Social Media Comment and Content Moderation Policy must be displayed or linked on any City Social Media account. Any moderation or deletion of Social Media account content, including Comments, must follow this policy. Comments may not be deleted solely for being critical of the City or a City official. Comments may also not be deleted based on the viewpoint expressed.

## **7. Policy Applicable to the Public Visiting City's Social Media Accounts**

This Social Media Policy shall be linked on all official City Social Media Accounts and the following shall be posted or linked on each landing page:

### **THIS SOCIAL MEDIA ACCOUNT IS DESIGNATED AS A LIMITED PUBLIC FORUM TO DISCUSS THE BUSINESS OF THE CITY OF SANTA FE SPRINGS.**

The purpose of the City of Santa Fe Springs' Social Media Accounts is to share news, information, and updates regarding the activities, policies, and programs of the City. However, the information and content contained in the City's Social Media Accounts is only intended to supplement, not to replace, the information available through official City channels, in general, and the City's official website.

If you are a reporter, please direct your inquiries to the City's Public Information Officer at (562) 692-0261. We do not Post nor respond to reporters' questions on the City's Social Media Accounts.

The City is not responsible for Comments, remarks, messages, or other material Posted to its Social Media Accounts by the public and does not, in any way, guarantee, ensure, or warrant the content, accuracy, or use of Social Media content from anyone else. The City specifically disclaims all liability for claims or damages that may result from any Posting on the City's Social Media Accounts. Opinions expressed on the City's Social Media Accounts are those of the person Posting and do not necessarily reflect the opinions, practices, or policies of the City. In no event shall the City be liable to you or anyone else for any decision made or action taken in reliance on information on the City's Social Media Accounts.

By accessing, viewing and/or Posting content to the City's Social Media Accounts, you accept, without limitation or qualification, these terms and conditions of use, as well as any other terms of use required by the companies that own and operate the Social Media accounts. If you do not agree to the terms of this Policy, do not view or Post any content. Your use of the City's Social Media Accounts is deemed acceptance of these terms and conditions and to have the same effect as if you had physically signed an agreement.

These terms and conditions are in addition to the third-party policies, terms, and conditions of any Social Media provider (e.g., Facebook, Instagram, LinkedIn, YouTube, etc.). The City is subject to the terms of use for this account by the provider. The City does not control the terms and conditions of the Social Media provider.

#### **Your Comments Are Public and Reviewed**

The City's Social Media Accounts are public and viewable by everyone. Comments and shared information also become part of a public record and may be archived



and disclosed in accordance with applicable laws, e-discovery requirements, and document retention policies. Information shared through the City's Social Media Accounts may be subject to release to those who request it through the California Public Records Act or other public information statutes. Your use of the City's Social Media Accounts and the Posting of any content is deemed a waiver by you of any rights to privacy or confidentiality.

All Comments you Post will be reviewed by the City. Because the account is visible to all ages, we expect persons who leave Comments to do so with respect, good manners, and careful thought of who might be seeing them.

Consistent with the purpose of this Limited Public Forum, we reserve the right to moderate, monitor, remove, prohibit, restrict, block, suspend, terminate, delete, discontinue, or reject Comments and access to Comments if they are:

- Profane, obscene, pornographic, harassing or abusive, threatening, racist, defamatory, offensive, or contain imminently violent language
- Trolling (Posts that are deliberately offensive, provocative, or disruptive and intended to hijack the City's content, deflect the City's information off-track, upset someone, or create angry responses from employees or other visitors)
- Content that compromises public safety, or that are a violation of existing law or regulation
- Violations of the intellectual property rights of others
- Spam (unsolicited messages that are usually intended as advertising or messages that are repeatedly Posted on the same account)
- Attacks or calls-to-action for attacks on specific groups
- Intended to harass, threaten, or abuse an individual or are defamatory, derogatory, or are personal attacks on any City official, employee, intern, resident, or business person unrelated to the performance of their official duties
- Hateful or discriminatory Comments regarding or Comments that promote, foster, or perpetuate discrimination of harassment on the basis of race, ethnicity, religion, gender, disability, sexual orientation, political beliefs, or a protected class under local, state, or federal law
- Links or Comments containing sexually explicit content or material
- Links to malicious software or accounts

- Cyber-stalking or threats to an individual or organization, or intended to collect or Post private information and data without disclosure (e.g., doxxing)
- Messages that relate to confidential, private, or proprietary information
- Self-promotion or advertising
- Solicitation of funds
- Unsolicited business proposals and inquiries
- Reports of criminal or suspicious activity (Please contact your local police agency directly with this type of information)
- Encouragement of illegal or unlawful activity
- Any form of legal and/or administrative notices or processes
- Posts not in compliance with the Social Media hosts'/providers' terms of service and conditions
- Posts that attempt to or do take over a thread in ways that are contrary to these terms and conditions (including off-topic, random, or unintelligible Posts)
- Posts that endorse or promote political campaigns, candidates, or organizations

The above list is not necessarily exhaustive and the City reserves the right to remove or restrict any Post or Comment that violates the purpose or spirit of these terms and conditions.

Individuals who Comment or Post to the City's Social Media Accounts and who repeatedly violate these terms and conditions may be banned, prohibited from Posting future Comments, or be reported to the Social Media host/provider.

If you want your Comments to remain Posted, please ensure that you comply with this policy.

Authorized Users may pay for advertising to spread awareness of City sponsored programs, activities, and services. The City's Social Media Accounts may not use paid advertising to promote non-City business.

Information contained on the City's Social Media Accounts may be intercepted, recorded, read, copied, and disclosed by and to authorized personnel for any official purpose, including criminal investigations. Unauthorized access or use of the City's Social Media Accounts including attempts of unauthorized copying, altering, destroying, or damaging account content, may violate the Federal Computer Fraud and Abuse Act of 1986 and may subject violators to criminal, civil, and/or administrative action.

#### Privacy

Do not include personally identifiable information in the body of your Social Media Comments. This is for your own protection and privacy.

#### Endorsements

The City does not endorse commercial entities, products, services, or other non-governmental organizations or individuals through Social Media. Any references to commercial entities, products, services, or non-governmental organizations or individuals are solely for informational purposes or Posted by the Social Media host/provider.

The City's Comments, Postings, and messages on City Social Media Account(s) do not constitute legal advice, and any Comments Posted by members of the public (e.g., you) does not constitute notice to the City in any way or to any official or to any of the City's employees for any purpose. The City disclaims all warranties, expressed or implied, for any of the information and content provided in the City's Social Media Accounts.

#### You May Own Your Comments, but We Can Use Them

You may own all Comments, content, messages, and similar information that you Post on the City's Social Media Accounts (subject to any terms or conditions of the Social Media host/provider). You are responsible for how you control the sharing of that content through the privacy and application settings of the Social Media host/provider.

By Posting on the City's Social Media Accounts, you grant the City a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use that content. That means the City can reproduce, distribute, publish, display, and otherwise use your content. If you do not wish to have the content you have Posted used, published, copied and/or reprinted, please do not Post on the City's Social Media Accounts.

#### Advertisement and Link Disclaimer

The information provided on the City's Social Media Accounts and any links or references thereon are provided as a courtesy to account visitors. The City does not endorse, recommend, nor approve of any person, any product, or any service mentioned on the City's Social Media accounts nor referenced or contained on any other website or Social Media page.

The City does not endorse nor support any third-party advertising that may be contained on its Social Media Accounts nor on any of the pages of any linked or referenced accounts. The City does not link to the following:

- Candidate or nominee accounts nor accounts advocating a position on City or ballot issues
- Corporate commercial accounts (Please note that Partner Social Media Accounts may include links to member or sponsor organizations. However, such links are not an endorsement or recommendation by the City.)
- Personal home pages

External links may be provided at times and are Posted only as additional information or resource material. The City does not attest to the accuracy of information provided by any links. Should you access another account through a link, you are subject to that destination account's own privacy policy and terms of use.

#### Intellectual Property Use

Images, photographs, written works, and graphics used by the City on the City's Social Media Accounts, unless otherwise noted, are the property of the City and are protected under both United States and International Copyright Laws. The City's images, photographs, written works, and graphics may not be reproduced, copied, transmitted, or manipulated without the written permission of the City. Use of any image or content from the City's Social Media Accounts as the basis for any other, literary writing, photograph, or illustration (in any format) is a violation of the United States and International Copyright laws.

For questions pertaining to the City's intellectual property rights or for permission to reproduce the City's Social Media Content please contact the City's Public Information Officer at (562) 692-0261.

#### Indemnification

By using the City's Social Media Accounts, you agree to defend, indemnify, and hold the City and its officers, directors, employees, interns, contractors, representatives, agents, successors, and assigns harmless from and against any and all losses, claims, damages, settlements, costs, and liabilities of any nature whatsoever (including reasonable attorneys' fees) to which they may become subject and which arise out of, are based upon, are as a result of, or are in any way connected with your use of or Posting on the City's Social Media Accounts, including any third-party claims of infringement or any breach of these terms and conditions.

#### Jurisdiction

By using the City's Social Media Accounts, you agree that any claim or dispute relating to the Posting of any content on the City's Social Media Accounts shall be construed in accordance with the laws of the State of California without regard to its conflict of law provisions, and you agree to be bound and shall be subject to the exclusive jurisdiction of the state and federal courts located in Los Angeles County, California.

This Policy Is Subject to Amendment

This policy may be updated or amended at any time without notice. Each time you access or use the City's Social Media Accounts, the policy then in place at the time of such access or use will govern your usage and Posting.