

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

**Subject: Social Media Policy**

**Policy Adopted: May 8, 2014**

**Policy Amended: August 22, 2019**

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**1. Purpose**

The purpose of this policy is to institute guidelines for the establishment and use of social media by the City of Santa Fe Springs ("City") as an additional means of conveying City information to its residents, businesses, and visitors, maximizing the promotion of City services, programs, events, and engaging the community.

The intended purpose of establishing social media sites for the City is to disseminate information from the City and about the City to its residents, businesses, and visitors. The City supports the use of social media as an additional communication tool that informs the public and promotes the City and its departments.

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.

The City has an overriding interest and expectation in protecting the integrity of information posted on its social media sites and deciding what is "announced" or "spoken" on behalf of the City on social media sites. This policy is intended to mitigate associated risks from use of social media technology where possible. This policy also serves as a guideline for the procedures and practices of social media use on behalf of the City. If the City changes its direction on social media use, this policy will be revised, and City social media will be adjusted accordingly.

**2. Definitions**

"Social media" means 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, and more.

"City's social media site / account" means social media sites which the City establishes and maintains, and of which it has control over all postings, except for advertisements

or hyperlinks by the social media site's owners, vendors, or partners. Examples of social media include, but are not limited to, Facebook, Twitter, Blogs, RSS, YouTube, LinkedIn, and Nextdoor.

"Post" means information, articles, pictures, videos, hyperlinks, or any other form of content or communication posted by the City on any official City social media site.

"Comment" means information, articles, pictures, videos, hyperlinks, or any other form of content or communication posted on any official City social media site by someone other than the City.

### **3. Applicability**

This policy applies to all City employees, volunteers, consultants, service providers and contractors acting in an official capacity and when communicating with the public on behalf of the City. All City users are expected to comply with relevant law and policies when utilizing internal, and external social media sites.

### **4. Responsibility**

A. City Manager – Only the City Manager has the authority to approve the establishment of City social media accounts.

B. Department Heads – Within the terms of this policy, Department Heads have the authority to determine the use of the City's social media channels related to their respective departments. Department Heads must communicate with the Social Media Administrator for the development of content posted on behalf of their department. Department Heads may appoint employee(s) to work directly with the Social Media Administrator to post on behalf of their department.

C. Social Media Administrator – The City Manager shall designate a Social Media Administrator who shall be responsible for overseeing the City's social media sites. The Social Media Administrator shall be responsible for developing, posting, and monitoring content on behalf of the City and City departments on all approved social media sites. The Social Media Administrator shall review and approve all posted content and review and monitor comments, directing messages requesting responses from the City as appropriate. Additionally, the Social Media Administrator is responsible for enforcing this Social Media Policy, and also will serve as a social media point of contact for all departments.

D. Technology Services Division (IT) – IT will work closely with the Social Media Administrator to create and maintain a list of all approved social media sites and administer all login and password information. IT will be responsible for resetting all passwords in the event an account has been compromised and/or the Social Media Administrator is not available.

## **5. General Policy**

A. The City's official website at [www.santafesprings.org](http://www.santafesprings.org) will remain the City's primary source and means of internet communication.

B. To the extent possible, City social media sites should link back to the official City website for forms, documents, online services, and other information necessary to conduct business with the City.

C. Information posted by the City on social media sites will supplement and not replace required notices and standard methods of communication.

D. The official City presence on social media sites constitutes as an expansion of the City's information networks and are governed by City policies.

E. City social media sites should make clear that they are maintained by the City and state that they follow the City's social media policy.

F. City social media sites are subject to the California Public Records Act. 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, may be a public record subject to public disclosure.

G. All City social media site 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. Photos posted by the City on its social media sites shall be those where the City has releases signed by the persons depicted in the photograph (when possible) or taken at City events where "Notice of Photography" signs have been posted. Photographs taken at public City events can be used consistent with the current practice for use in City marketing materials.

I. Employees representing the City and posting content on behalf of the City on its social media sites must conduct themselves at all times as a representative of the City and in accordance with all City policies.

J. All City social media sites shall adhere to applicable federal, state, and local laws, regulations and policies.

K. The Social Media Administrator will monitor content on City social media sites to ensure adherence to City's social media policy and the interest and goals of the City.

## **6. Site Management and Content**

A. Social media sites approved for official use by the City include, but are not limited to, Facebook, Instagram, YouTube, Pinterest, Nextdoor, and Twitter. Not all forms of social media may be appropriate for use by the City and any social media site established on behalf of the City must be approved by the City Manager's Office. Consideration shall be given to the overall nature, theme, and suitability for use for City purposes.

B. Approved social media sites 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 sites are to be used for informational purposes and all content must pertain to the City and/or City business, programs, services, or events.

D. City social media sites shall be managed consistent with all applicable laws, including, but not limited to, 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 site, or use any City social media site 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. Posting by an employee on a City social media site must take place while that employee is on duty.

G. Uploaded City marketing material must be consistent with the City's practice for printed marketing materials.

H. 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.

I. Posts must only reflect the views and positions of the City. There shall be no posting of anyone's personal views or concerns.

J. Any employee authorized to post on the City's social media sites shall use his or her best judgment in posting on the City's behalf and shall comply at all times with this policy. This specifically applies to postings on Instagram and/or Facebook "Stories". All other content must be approved prior to posting. 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 City Manager's office.

K. Any employee authorized to post on the City's social media sites shall review, be familiar with, and comply with this policy.

L. The following Social Media Comment and Content Moderation Policy must be displayed or linked on any City social media site. Any moderation or deletion of social media site 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. Social Media Comment and Content Moderation Policy**

THIS SOCIAL MEDIA SITE IS DESIGNATED AS A LIMITED PUBLIC FORUM.

The purpose of the City of Santa Fe Springs' social media sites is to share news, information, and updates regarding the activities, policies and programs of the City. However, the information and content contained in our social media site is only intended to supplement, not to replace, the information available through official City channels, in general, and the City's official website at <https://www.santafesprings.org>.

If you are a reporter, please direct your inquiries to the City's Public Relations Specialist at (562) 868-0511. We do not post nor respond to reporters' questions on our social media sites.

The City is not responsible for comments, remarks, messages, or other material posted to its social media sites 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 its social media sites. Opinions expressed on our social media sites 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 our social media sites.

By accessing, viewing and/or posting content to our social media sites, 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 sites. If you do not agree to the terms of this Policy, do not view or post any content. Your use of our social media sites is deemed acceptance of these terms and conditions and to have the same effect as if you had actually physically signed an agreement.

These terms and conditions are in addition to the third-party policies, terms, and conditions of any social media provider (i.e., Facebook, LinkedIn, Twitter, YouTube, etc.). The City is subject to the terms of use for this site by the provider. The City does not control the terms and conditions of the social media provider.

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

Our social media sites are public and viewable by everyone. Comments and shared information also become part of a public record and may be archived in order to abide with applicable laws, e-discovery requirements, and document retention policies. Information shared through our social media sites may be subject to release to those who request it through the California Public Records Act or other public information statutes. Your use of our social media sites and the posting of any content is deemed a waiver by you of any rights to privacy or confidentiality.

Please be aware that we review all comments after you post them. Because the site 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, abusive, threatening, racist, defamatory, offensive or contain violent language
- Trolling (posts that are deliberately offensive, provocative, or disruptive and intended to hijack our content, deflect our information off-track, upset someone or create angry responses from employees or other visitors)
- Messages 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 site)
- 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, resident, or business person
- 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 sites
- 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
- Messages that are inappropriate, in poor taste, or otherwise contrary to the purposes of our site or the business of the City.
- Self-promotion

- 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 our social media host's own terms 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)

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 our social media sites and who repeatedly violate these terms and conditions may, among other actions, be banned, prohibited from posting future comments, or be reported to the social media provider.

We do not edit comments for the purpose of removing objectionable or inappropriate content and leaving non-objectionable or appropriate content. If you want your comments to remain posted, please ensure that you comply with this policy.

While comments may be posted at any time because of the nature of social media, we will review and screen comments during regular business hours.

Information contained on our social media sites 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 our social media sites, including attempting unauthorized copying, altering, destroying, or damaging site 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 provider.

#### Our Comments Are Not Legal Advice and Your Comments Are Not Official Notice

Postings, interactions, and messages made through social media sites do not constitute legal advice. Likewise, anything you post is not considered an official notice or comment to the City or to any official or to any of our employees for any purpose. The City disclaims all warranties, expressed or implied, for any of the information and content provided in its social media site.

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

You may own all of the comments, content, messages, and similar information that you post on our social media sites (subject to any terms or conditions of the social media provider). You are responsible for how you control the sharing of that content through the privacy and application settings of the social media provider.

By posting on our social media sites, 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 our social media sites.

#### Advertisement and Link Disclaimer

The information provided on our social media sites and any links or references thereon are provided as a courtesy to site visitors. The City does not endorse, recommend, nor approve of any person, any product, or any service mentioned on the City's social media sites nor referenced or contained on any other website or social media page.

The City does not endorse nor support any advertising that may be contained on its social media site nor on any of the pages of any linked or referenced sites. The City does not generally link to the following:

- Candidate or nominee sites nor sites advocating a position on City or ballot issues
- Corporate commercial sites (Please note that non-profit organizations 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 site through a link, you are subject to that destination site's own privacy policy and terms of use.

### Intellectual Property Use

Images, photographs, written works and graphics used by us on our social media sites, unless otherwise noted, are the property of the City and are protected under both United States and International Copyright Laws. Our 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 our social media sites 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 our intellectual property rights or for permission to reproduce our social media please contact the City's Public Relations Specialist at (562) 868-0511.

### Indemnification

By using our social media sites, you agree to defend, indemnify, and hold the City and its officers, directors, employees, 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 our social media sites, including any third party claims of infringement or any breach of these terms and conditions.

### Jurisdiction

By using our social media sites, you agree that any claim or dispute relating to the posting of any content on our social media sites 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 our social media sites, the policy then in place at the time of such access or use will govern your usage and posting.