



CITY OF GLENDORA

Administrative Policy No. 1.44

Social Media Policy	Effective:	January 28, 2014
	Approval:	
		Mayor Signature

I - Introduction

The City of Glendora endorses the appropriate use of Social Media to promote the goals of the City and expand traditional communication methods.

Social Media allows organizations to create, share, and exchange information and ideas with the public. The use of social media, when used in local government, presents opportunity and risk. Guidelines are needed to direct the appropriate use of social media. A mechanism must be in place to ensure that published content is in line with the defined goals and expectations for the City's social media presence.

Establishment of a Social Media Policy creates a positive social media presence and will assist the City in:

- Developing and observing privacy guidelines;
- Developing clearly defined usage terms and conditions;
- Maintaining brand consistency; and,
- Complying with all applicable Public Records Acts and City retention policies.

The City will continue to monitor and respond to community needs and emerging opportunities, and provide feedback to Council with policy adjustments as needed. Community surveys will seek more defining information on how the community may already be using social media and who would participate and use it in the future.

II – Purpose

The purpose of this policy is to provide guidelines for social media uses for the City of Glendora. The City's use of social media is intended to convey information about the City and its events, activities, projects and information to the public for dissemination. The use of social media shall support the objectives of the City and present the City in a positive and professional manner.

This policy is not intended to govern employees' general use of social media sites and does not replace the Employee Use of City Network Computers and Internet/Acceptable Use Policy (Policy No. 1.33, Revised January 1998).

III – Scope

This policy applies to the City of Glendora elected and appointed officials, employees, volunteers, contractors or any other representatives acting on behalf of the City of any of its Departments and

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Divisions to cover current uses of social media. The Content Guidelines in Section VI apply both to internal users of the City's website and social media, as specified in this section, as well as to external users of the City's website and social media, including the general public.

IV – Authorized City Users

Department Heads shall designate department employees, or any person acting on behalf of the department, as persons authorized to establish, monitor and publish information to social media sites. Authorized users will be trained to use social media both appropriately and effectively, in accordance with this policy, in order to achieve the department's goals and improve communication to the community. Departments shall submit to the Information Systems Supervisor a list of authorized users for every social media site maintained by each department.

V – General Policy for Authorized City Users

1. The City's official website (www.ci.glendora.ca.us) will remain the primary means of internet communications with the exception of public safety information that is disseminated on a real-time basis. Official City of Glendora communications on social media sites or services are considered an extension of the City's information networks.
2. Facebook, Twitter, and Nixle are the only authorized social media outlets for use by the City. If other social media outlets are found to provide value to the organization and the public, they will be added in accordance with City Manager or designee approval.
 - a. Facebook – used by the City to convey information about the City and its events, activities, projects and information. (*Updated automatically on city account using RSS Feeds*)
 - a. Twitter – used by the City to convey information about the City and its events, activities, projects and information. (Updated automatically on city account using RSS Feeds)
 - b. Nixle – used by the Police Department to broadcast public safety information for dissemination by the public on a real-time basis.
 - c. Other, including smart phone apps.
3. The City Manager or designee will approve department requests to create new social media sites.
4. Departments that use social media are responsible for complying with applicable federal, state and local laws, regulations, and policies. This includes, but is not limited to adherence to established laws and policies regarding copyright, records retention, California Public Records Act, First Amendment, privacy laws and the Employee Use of City Network Computers and Internet/Acceptable Use Policy established by the City of Glendora.

5. City employees in charge of social networking sites shall be trained regarding the terms of this policy.
6. The City reserves the right to restrict or remove any content that is deemed to violate the social media policy, City policies or any applicable law.
7. The Information Systems Division shall be provided administrative access to media sites created on behalf of the City. Employees who create these sites do not retain ownership of the materials or sites.
8. Any and all information posted, or pages created, on behalf of the City must:
 - a. Directly pertain to City of Glendora business.
 - b. Contain information that is not restricted by law and is freely available to the public.
 - c. Wherever possible, link back to the City's official website for more information, forms, documents, online services and other information necessary to conduct business with the City of Glendora.
 - d. Have appropriate departmental review and approval before publishing.
 - e. Follow general social media guidelines outlined in section VI
9. The City of Glendora shall have full permission or rights to any content posted by the City, including photographs and videos.
10. Postings shall be made during normal business hours. After-hours or weekend postings shall only be made with approval of the City Manager or designee.
11. Violation of these standards will result in the removal of department pages from social media outlets.
12. When in doubt, City employees should consult their immediate supervisor before posting content to social media sites.

VI – Content Guidelines for All Users

This section pertains to acceptable and non-acceptable content on city managed social media sites, across all users, including external users.

1. The content of the City of Glendora social media sites shall only pertain to City sponsored or City endorsed programs, services and events or other content as approved by the City Manager or designee. Content includes, but is not limited to, information, photographs, videos and hyperlinks.

2. The City reserves the right to restrict or remove any content that is deemed to be inappropriate or inconsistent with this policy. The City's social media site shall **not** contain:
 - a. Personal information or attacks of any kind.
 - b. Comments not topically related.
 - c. Language that is obscene, threatening, or harassing.
 - d. Content that promotes, fosters, disparages or perpetuates discrimination on the basis of race, creed, color, age, religion, sexual orientation, gender, marital status, status with regard to public assistance, disability status, national origin, physical or mental disability or veteran status.
 - e. Content meant to threaten or defame any person or organization.
 - f. Content that is hateful or incites violence.
 - g. Solicitation of commerce, including but not limited to advertising of any business or product for sale.
 - h. Information that may compromise the safety or security of the public or public systems.
3. These guidelines shall be posted as a disclaimer and are made available on the city's website.
4. Unaffiliated Advertising, Banners, Static Content: City of Glendora social media sites may contain content including, but not limited to, advertisements or hyperlinks over which the City has no control. The City does not endorse any hyperlink or advertisement placed on City social media sites by the social media sites owners, vendors, or partners (i.e., Facebook, Twitter, etc.)