

# INFORMATION TECHNOLOGY POLICIES & STANDARDS

## SOCIAL MEDIA POLICY

### POLICY

For the purpose of community engagement and as a means of conveying City information to its residents, the City of Aliso Viejo supports the use of social media technologies to strengthen civic relationships and contribute to local economic development efforts.

The City's official website ([www.CityofAlisoViejo.com](http://www.CityofAlisoViejo.com)) will remain the organization's primary and predominant Internet presence, however, the use of social media technologies are intended to serve as an additional source of information to meet the following objectives:

- Enhance awareness of City services and events,
- Communicate news and emergency information,
- Promote local businesses and community partners,
- Build trust through quality content, and
- Collect valuable feedback.

City social media sites are subject to the California Public Records Act. Any content maintained on a City social media site that is related to City business may be considered a public record and therefore subject to public disclosure. All rules and procedures for public records requests apply to requests transmitted electronically.

The purpose of this policy is to provide guidance to employees, contract staff and consultants (collectively referred to as "users") who have been authorized to create, publish, or update social media sites on behalf of the City.

### DEFINITIONS

For the purpose of this policy, the following terms are defined as provided below:

1. Social Media Sites: Websites and other interactive web platforms allowing the creation and exchange of user-generated content through accessible and scalable communication technologies. Examples of social media include Facebook, Twitter, YouTube, LinkedIn, etc.
2. Administrator: Authorized user who manages content on City social media sites as well as reviews content posted to the site by the public.
3. Post: All-inclusive term to describe a message, announcement, picture, video, or other new content added to a social media site.
4. Comment: Response to City social media site content submitted by the public.
5. Tagging: Identification of a subject's personal profile or identity in photos that also links his or her personal profile to the photo.
6. Community Partners: Other agencies with whom the City partners for community events and programs.

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## GENERAL CONDITIONS AND RESTRICTIONS

The following policy provisions are adopted to ensure the City's web presence is managed in a manner consistent with the City's mission and values:

1. Establishing a Social Media Presence
  - a. Departments wanting to create, modify or delete information on a social media site on the City's behalf must complete and submit the **Social Media Request Form** (Attachment A) to the Department of Financial Services/IT. The Social Media Request Form must be completed with the purpose of establishing the type of information that will be posted, the target audience, and the anticipated resources necessary to carry out the request. The City Manager has the discretion to approve, modify, or deny requests in the best interest of the City.
  - b. Official City of Aliso Viejo social media pages should be established with names and titles that are easy to identify and search and can be distinguished from pages that are not official City pages.
  - c. All City of Aliso Viejo social media sites shall clearly indicate that they are maintained by the City and prominently display City contact information. Branding the City's social media pages as "the official site of the City of Aliso Viejo" is essential. All City-maintained social media pages shall include the official City seal, link to the City's website and the text statement: "This is the official (Facebook, Twitter, etc.) page for the City of Aliso Viejo, California."
  - d. The **Terms of Use** (Attachment B) must be displayed or made available by hyperlink on all City social media pages.
2. Account Management & Responsibility
  - a. The Director of Financial Services/IT will keep all approved **Social Media Request Forms** on file as well as maintain a comprehensive list of all social media sites in use, names of site administrators, Account ID's, and passwords.
  - b. The responsibility of establishing, publishing, and updating social media accounts will be assigned to an administrator by the City Manager on the **Social Media Request Form**. Content will be monitored by City management staff to ensure consistent messages are being conveyed and adherence to all related policies. Administrators may be directed to modify content based on best practices or City policies.
  - c. Only Administrators who have been expressly authorized by their Department Director and the City Manager via the **Social Media Request Form** may update or post to a social media site on the City's behalf.
3. Access, Use, and Conduct of Users When Using Social Media
  - a. Users authorized as Administrators on any of the City's social media sites shall review, be familiar with, and comply with the City's **Information Technology Policies and Standards, Social Media Policy**, and the social media site's use policies and terms and conditions.

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- b. In accordance with the City's *Internet Access and Use Policy*, the access of social media sites using the City's IT resources is limited to activities in the conduct of official City business and in support of the City's mission.
  - c. Proper representation is a requirement. All posts should be sent as coming from the City's page, not the personal accounts of administrators. It is understood that administrators who maintain personal pages on social networking sites should maintain a division between personal and professional use.
  - d. All content posted by administrators on official City social media pages shall be in support of the City's mission and goals related to the use of social media as set forth in this policy.
  - e. Use of social media sites should not interfere with productivity. Administrators should be conservative in use and cognizant of public perception and public records laws.
  - f. Social media sites should support, not replace, the information found on the City's website. Content posted to social media sites should be consistent with the City's website and contain links back to the City website for more information.
  - g. Administrators should review pages and feeds, prepare new posts, and respond to questions, comments, or messages during normal business hours or as directed by the City Manager or his designee. However, the scheduling of posts for later dates and non-business hours is encouraged if necessary to reach a broader audience. For example, Administrators should schedule, in advance, a reminder of a City event held on a Saturday to post the morning of the event.
  - h. City social media sites shall be managed consistent with the Brown Act (California Government Code Section 54950 *et seq.*). City Council members should take caution in responding to any published postings, or using the City social media sites or any other form of electronic communication to respond to, blog or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the Council because such responses may create a meeting in violation of the Brown Act.
4. Content Guidelines:
- a. Administrators are prohibited from posting the following types of content:
    - i. Perceived threats to public health, safety, or property;
    - ii. Potentially controversial issues;
    - iii. Actual or potential legal claims, lawsuits, or other legal issues;
    - iv. Personnel matters;
    - v. Crime investigations and content about a crime scene;
    - vi. Personal opinions on City issues;
    - vii. Political issues, including opinions about elected officials or candidates for elective office and issues or measures appearing on an election ballot; or
    - viii. Information that is confidential or internal to the City.
  - b. Administrators shall exercise discipline and judgment in what they say and how they say it. All posts must be factual, concise, grammatically correct, and without error.
  - c. Staff responses to comments and/or private messages should follow the same protocols of current communication procedures. If you are not certain of the accuracy of information, do not post or respond until all information can be posted with confidence.

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Content on Social Media sites should never contain opinions or statements that could be construed as opinions.

- d. The City must either own the copyright or have a valid license for the use of images posted on City social media pages. A signed City of Aliso Viejo **Photo Release Form** must be obtained for any person who can be identified in posted images. Avoid any photos or videos that may not appear to be of high quality or have subjects with undesirable expressions or poses. Photos albums should be set to prohibit the “tagging” of photos.
- e. As with the City website, official City pages on social media sites will not promote specific commercial entities, causes, products, political or religious views, candidates for office, ballot initiatives, or political organizations either within content posted, messages sent, or by “Liking” or “Following” other pages and accounts. “Likes” and “Follows” of other pages or accounts will be at the discretion of the City Manager or his designee.
- f. The City may wish to profile local business entities or community groups as part of the City’s Economic Development program. Potential businesses or groups to be profiled must be pre-approved by the City Manager or his designee and the content of such profiles developed through the tenets of the City’s Economic Development program.
- g. Advertising by private businesses or individuals is discouraged on City of Aliso Viejo social media pages. Business or community group promotion must be preapproved by the City Manager or his designee.
- h. Links to external content posted or shared by Administrators on the City’s social media sites should be carefully reviewed and only permitted for content related to City services, news, and events. Community Partner services, news, or events may be posted or shared on a case-by-case basis as approved by the City Manager or his designee.
- i. Should Administrators discover any potential violations of the City’s Terms of Use on a City social media site, he or she should immediately notify his or her Department Director. If necessary, the City Attorney should be consulted prior to the removal of any content posted by an outside user on a City social media site. Any content removed based upon a violation of the City’s Terms of Use must be documented with the date, time of the post and the identity of the poster, and retained in accordance with the City’s retention schedule.

# Social Media Site Request



**Date:**

**Social Media Site:**

**Page/Account Name:**

**Reason For Request:**  
*(Indicate if request is for creation of a new site or modification to a current site)*

**Request Submitted By:**

**Purpose and Scope of Site:**

**How Site will be Promoted:**  
*(eNews, website, etc.)*

**Type of Information to Be Posted:**

**Target Audience:**

**Designated Administrator(s):**

<i>I have reviewed the Social Media Policy and Authorized User Guidelines and agree to adhere by the policies and procedures set forth in these documents.</i>		<i>I authorize the listed Administrator(s) to manage social media site content as set forth by the guidelines provided in the Social Media Policy.</i>	
Primary Administrator	Signature	Dept Head Approval	Signature
Secondary Administrator	Signature	Dept Head Approval	Signature
Secondary Administrator	Signature	Dept Head Approval	Signature
Secondary Administrator	Signature	Dept Head Approval	Signature
Secondary Administrator	Signature	Dept Head Approval	Signature

**City Manager Approval:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Resources:**

**Profile "About" Section:**

**Will this site be linked to other Social Media Sites:**

**Comments:**

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## TERMS OF USE

The City of Aliso Viejo supports the use of social media technologies to promote City services and events, communicate news and emergency information, and promote local businesses with the purpose of community engagement and continuous innovation.

The City's official website ([www.cityofaliso Viejo.com](http://www.cityofaliso Viejo.com)) is the organization's primary and predominant Internet presence. The City's presences on social media sites are intended to serve as an additional source of information focusing on City services, news, events, and projects and are not intended as a public forum.

All posts and comments to the City's social media pages will be monitored. Users warrant that they own or have permission to post the information contained in their postings, including but not limited to video, photos, or digital reproductions and that no copyright or trademark infringement has taken place due to posting it on this site.

The City disclaims any and all responsibility and liability for any materials that the City deems inappropriate for posting which cannot be removed from this site in an expeditious and otherwise timely manner. The City reserves the right to restrict or remove any content that is deemed in violation of this Terms of Use or any applicable law. Specifically, the City reserves the right to delete posts containing any of the following:

1. Content or comments not directly related to City services, news, issues, or events;
2. Comments in support of or opposition to political campaigns, candidates, or ballot measures;
3. Profane language or content;
4. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, sexual orientation, status with regard to public assistance, national origin, physical or mental disability;
5. Sexual content or links to sexual content;
6. Text or links encouraging any kind of illegal activity;
7. Information that may tend to compromise the safety or security of the public or public systems;
8. Content that violates a legal ownership interest of any other party.

Comments and messages received through official City pages are subject to the California Public Records Act and may be archived. All posts and comments, including personal identifying information for users and visitors to City social media sites may be subject to public disclosure. Users of this site do not retain any rights over their postings. Postings are intended for public view and any personal information posted constitutes a waiver of any rights to privacy or confidentiality.

This site is not the primary method of communication with the City, and any notices or requests for City services must be made via official communication methods identified on the City's website, or by traditional methods of notification recognized by the City, and no comments or posts on this site will be construed as providing notice to the City of any claim, deficiency, dangerous condition, request, or otherwise. Any post or comments on this site will not be presented to the City Council as part of the deliberative process.

The City does not endorse any link or advertisements on its social media sites placed by the site owners or their vendors or partners. The City reserves the right to remove any content from its social media sites at any time or terminate any site without notice. If you have any questions concerning the administration of this site, please contact us at 949-425-2524.