



CITY OF WHEATLAND

CITY COUNCIL MEETING STAFF REPORT

September 10, 2019

SUBJECT: Council Discussion and Consideration of Resolution No. 34-19 Establishing the City of Wheatland Social Media Policy

PREPARED BY: Jim Goodwin

Recommendation

Staff recommends the City Council adopt Resolution No. 34-19 Establishing the City of Wheatland Social Media Policy

Background/Discussion

Currently the City of Wheatland, through the Wheatland Police Department, has one social media account, a Facebook page for the department. In addition, staff will soon develop a more general Facebook site for the city. However, the city does not have a policy governing the use of social media.

The attached policy will provide guidelines for both city staff and the public with regard to any current or future social media presence.

Alternatives

The Council may choose not to adopt Resolution No. 34-19 and direct staff to revise the policy.

Fiscal Impact

No impact.

Attachments

1. Resolution No. 34-19
2. City of Wheatland Social Media Policy

RESOLUTION NO. 34-19

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WHEATLAND ESTABLISHING
A SOCIAL MEDIA POLICY FOR THE CITY OF WHEATLAND**

WHEREAS, the City Manager has been updating various City policies in order to efficiently conduct the business of the City and;

WHEREAS, the Council deems it both necessary and appropriate to revise and update policies as needed.

NOW THEREFORE, be it resolved and ordered by the City Council of the City of Wheatland that the attached City of Wheatland Social Media Policy is hereby formally adopted.

PASSED AND ADOPTED this 10th day of September, 2019 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

Joe Henderson, Mayor

Lisa J. Thomason, City Clerk



CITY OF WHEATLAND SOCIAL MEDIA POLICY

1. SOCIAL MEDIA POLICY PURPOSE

Social Media is a great way to enhance communication not only among peers but also between local government and constituents. The policy established guidelines for the appropriate use of online social media, for City related communication, business and marketing.

The intended purpose of City Social Media is to engage in communication with city residents and neighboring communities by providing accurate information from the City about the City's mission, meetings, activities and current issues that might impact members of the public.

This Policy established the City's position on the use and management of City authorized Social Media, as well as providing guidelines on its management, administration and oversight. The City has an overriding interest and expectation in deciding what is "spoken" on behalf of the City on City Social Media platforms.

The City's Social Media Policy is not intended to address on specific Social media platform, but rather Social Media as a whole since there are always vast technological changes.

2. DEFINITIONS

2.1 Social Media - Electronic platforms through which individuals and institutions are able to share ideas by publishing, communicating and collaborating over the online communities that they have created. Social Media fosters the interaction of the individuals who use platforms such as Facebook, Twitter and Instagram.

2.2 Post - Messages in the form of text, videos, photographs, graphics, links, documents, and computer applications, etc. submitted by and administrator.

2.3 Comment - A user submitted response to an administrator's post.

2.4 Profile - Information that administrators provide about themselves on a Social Media platform.

2.5 Blog – A self-published commentary on a particular topic that may allow visitors to post comments.

2.6 City Social Media Platforms – Social Media platforms which the City establishes, maintains and has control over all the postings, with the exception of advertisements and/or hyperlinks by Social Media platform owners, vendors, or partners. City Social Media platforms will complement the City's required notices and standard methods of communication.

2.7 Public Records – Includes any writing containing information relating to the conduct of the public's business prepared, owned, used or retained by any local agency regardless of physical form or characteristics. This may include Records that the individual may consider private, when such Records are developed on maintained City owned devices.

Content posted on Social Media pages that relates to the conduct of government actions will be retained and managed in compliance with City of Wheatland records retention. All privacy setting on Social Media pages will be set to public.

The public might not be aware of the state's public records law, so a statement similar to the following should be on Social Media pages, where applicable:

- This is a City of Wheatland government page and all content is a public record and may be subject to the public disclosure.

GENERAL POLICY

The establishment and use of any Social Media platform by any City department is subject to the approval of the City Manager or his/her designee.

The City's official website at www.wheatland.ca.gov will remain the City's primary means of internet communication.

City Social Media platforms will link back to the City's official website for forms, documents, online services and other information necessary to conduct business with the City.

Once approved all City Social Media platforms will clearly state that such platforms are maintained by the City, and that the platforms comply with the City's Social Media Policy. City Social Media platforms will include the City name and/or Logo.

The City's Social Media Policy will be displayed to users or made available by hyperlink.

The City reserves the right to terminate any City Social Media platform without any notice; along with the right to restrict or remove any content that is in violation of any applicable law or the City's Social Media Policy. Any content which is removed will be retained by the

City for a reasonable period of time, and will include the time, date, and user name (screen name) of the content originator, when possible.

All City Social Media Platforms will adhere to applicable federal, state and local laws, regulations, and policies.

City Social Media platforms will comply with usage rules and regulations required by the platform provider, including privacy policies.

The City will have full permission and/or rights to any content posted by the City, including photographs and videos.

All Social Media platforms administered by the City are subject to the California Public Records Act. All content on a Social Media platform administered by the City; including subscribers and comments are considered a public record and may be subject to public disclosure.

Employees representing the City government via Social Media platforms must conduct themselves at all times as a representative of the City in accordance with all City policies.

City Social Media platforms will be maintained by designated City employees and may be used for business purposes only. The City's Social Media Policy governs use of any City administered Social Media platform; regardless of whether the platform is accessed from City computers or from computers outside the City.

Any employees authorized to post items on the City's Social Media platforms will be knowledgeable of and will comply with the Social Media platforms policies, terms and conditions.

All City Social Media platforms will utilize authorized City contact information for account set-up, monitoring and access purposes. The use of personal email accounts or phone numbers by any City employee is not allowed for the purpose of setting-up, monitoring or accessing City Social Media platforms.

All staff time used on Social Media platforms will be to conduct City business only.

The City's Social Media Policy may be revised at any time.

POST AND COMMENT POLICY

As a public entity, the City must abide by certain standards to serve all its constituents in a civil and unbiased manner. Posts and/or comments should pertain directly to government activities and policies with the City. Comments and/or posts containing any of the following

inappropriate forms of content will not be permitted on City Social Media platforms and are subject to removal by the City without prior notice:

- 1) Comments not related to the original posted topic
- 2) Profane, obscene, violent content or language
- 3) Content that promotes, fosters or perpetuates discrimination and on the basis of race, creed, color, age religion, gender, or national origin
- 4) Defamation, threats or personal/organizational attacks
- 5) Any political, campaign or election content
- 6) Solicitation of commerce, including but not limited to advertising of any business or product for sale
- 7) Conduct in violations of any Federal, State, County or Local Law
- 8) Conduct or encouragement of illegal activity
- 9) Information that may compromise the safety or security of the public or public systems
- 10) Content that violates a legal ownership interest
- 11) Content that contains confidential information
- 12) Content that violates another person's right to privacy

A comment posted by a member of the public on any City Social Media platform is the opinion of the commentator or poster only, and publication of a comment does not imply agreement by the City, nor do such comments necessarily reflect the opinions or policy of the City.

The City reserves the right to deny access to Social Media platforms for any individual who violates the City's Social Media Policy, at any time and without notice.

Postings on any City Social Media platforms by an authorized employee will relate only to the discussed topic for the purpose of communication information of public interest regarding City functions, activities, programs and goals

USE OF SOCIAL MEDIA

Do not disclose confidential or proprietary information acquired by way of your official position with the City. This restriction applies whether the information is disclosed on professional or personal social media accounts, or by any other method.

Do not use personal social media accounts for work purposes. This is to facilitate compliance with public records law and protect information on your personal accounts from public disclosure.

You should always consider whether it's appropriate to post an opinion online, commit your department to a course of action, or discuss areas outside of your expertise.

Hourly employees should not work on social media after hours without prior approval. This is considered overtime, and failure to obtain prior authorization may be cause for corrective action.

Inappropriate use of social media in violation of these professional and personal guidelines can be grounds for corrective action, including disciplinary action.

When a City employee responds to a comment or post, the employees name and title should be made available, however no personal information is to be shared.

Staff will monitor the City's Social Media platforms for comments requesting responses from the City and for comments in violation of this policy

City employees will not share any information that is confidential, whether it is text, photographs or videos relating to training, activities or work related assignments, without prior written consent from the City Manager.