

**CITY OF SEASIDE SOCIAL MEDIA USE
STANDARDS AND PROCEDURES
Approved April 7, 2016**

These Standards and Procedures are to be read and applied in conjunction with the City of Seaside's Social Media Policy.

I. Administration of the City's Social Media Sites

- A. The City will approach the use of social media tools as consistently as possible, throughout the organization.
- B. The City Manager's office will be responsible to oversee the access, postings and monitoring of all approved social media platforms and ensuring that the content is not stale and is applicable to the City's mission, vision and values.
- C. The Information Services Coordinator will maintain a list of the respective City social media platforms, including login and password information. This list will be provided to the Information Services Coordinator. Password and log-in information shall not be changed without the authorization of the Information Services Coordinator or his/her designee. Only the City Manager or his/her designee is authorized to create City social media accounts.

II. Use of Social Media Tools by Designated Employees

Employees authorized to use social media sites must be provided with a copy of the City's Social Media Policy and Social Media Use Standards and Procedures, and are required to acknowledge their understanding and acceptance. Designated employees shall only address issues within the scope of their specific authorization. Only designated employees are permitted to post on any City designated social media platform on behalf of the City, and only within the scope of their authorization. Any employee posting on any internet site on behalf of the City who does not have authorization to do so will be subject to disciplinary action, up to and including termination.

City employees designated to maintain, monitor and update the City's official approved social media site will act in a professional manner by:

- A. Ensuing all postings and social media activity must meet on or more of the mission, vision or values of the City.
- B. Not using any personal accounts when communicating on behalf of the City;
- C. Using appropriate language;

- D. Being aware that what is written will not only reflect on the writer, but also on the elected officials and employees of the City of Seaside;
- E. Not posting personal opinions or other positions of a controversial nature;
- F. Not posting or releasing proprietary, confidential, sensitive, private or personally identifiable information;
- G. Not soliciting, engaging in or endorsing any political or commercial activities; and
- H. Acknowledge that all content posted is subject to the California Public Records Act, the Political Reform Act, and the California Election Code as well as civil discovery statutes in legal proceedings.

III. Guidelines for Using Social Media Platforms

- A. The City's designated employees shall regularly maintain and monitor the City's approved social media sites.
- B. Any content posted on the City's social media site must be consistent with any content posted on the City's official website and must not be contrary to any City policy or federal, state or local law.
- C. Posting daily is not necessary, but it is important that the site remain updated and relevant. Posts should be updated only when there is new, worthwhile information to share, such as upcoming meetings, developments on significant projects and other newsworthy events, or when other information needs updating.
- D. The City Manager may disable any City of Seaside social media account not being utilized, or being underutilized.
- E. All posts should be concise and fact-based. Designated employees responsible for updating the City's social media site(s) must not post personal opinions or take an adversarial tone and must conduct themselves as representatives of the City at all times.
- F. When appropriate, images will be used to enrich postings and provide informational value. Appropriate images may include photographs of civic events or graphs and charts. However, any posted images must not violate applicable copyright, privacy or ownership laws. The City Manager will have the final authority in determining what images are appropriate.
- G. Correct mistakes promptly. Do not alter previous posts without indicating that you have done so.

IV. Comments and Posts by the Public

Discussion boards and the ability for fans to post directly on any city sponsored social media account shall be disabled unless approved in writing by the City Manager or designee.

Comments by members of the public on any approved City social media site should be directly related to the content on the information or articles posted by the department. Submission of comments by members of the public constitutes participation in a limited public forum. Each department is responsible for monitoring postings, and taking appropriate action when necessary to protect site visitors from inappropriate or technically harmful information and links.

The City's social media sites must include the following information:

"This is the official page/account of the City of Seaside. If you are looking for more information about the City of Seaside, please visit www.ci.seaside.ca.us. This site is intended to serve as a mechanism for communication between the public and the City on the listed topics and as a forum to further the mission of the City of Seaside. Any comment submitted to this page/account and its list of fans/followers may be considered a public record which may be subject to disclosure pursuant to the California Public Records Act.

Comments posted to this page will be monitored and inappropriate content will be removed as soon as practical. Under the City of Seaside Social Media Policy, the City reserves the right to remove inappropriate content, including, but not limited to:

1. Profane, obscene, violent, or pornographic language and/or content;
2. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, sex, gender identity or expression, marital status, status with regard to public assistance, national origin, physical or mental disability, pregnancy, covered medical condition, sexual orientation, military or veteran's status, or any other basis protected by federal, state, or local law;
3. Sexual content or links to sexual content;
4. Solicitations of commerce not related to agency business, including but not limited to, advertising of a business or product for sale and other pure commercial speech;
5. Conduct or encouragement of illegal activity;
6. Comments in support of or opposition to political campaigns or ballot measures;
7. Information that may compromise the safety or security of the public or public systems or employees;
8. Content that violates a legal ownership interest of any other party;
9. Content that does not pertain to City business;

10. Defamatory or personal attacks;
11. Threats of violence or any other harmful act directed to any person, or persons, group, or organization;
12. Content not related to the subject being discussed, including random or unintelligible comments;
13. Personal matters; and
14. Conduct that is in violation of any federal, state, or local law.

A comment posted by a member of the public on any City of Seaside social media site is the opinion of the commentator or poster only, and the publication of a comment does not imply endorsement of, or agreement by, the City of Seaside, nor do such comments necessarily reflect the opinions or policies of the City of Seaside.

The City reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law. Notwithstanding the foregoing, the City of Seaside is not obligated to take such actions, and disclaims any and all responsibility and liability for any materials that the City deems inappropriate for posting, which cannot be removed in an expeditious and otherwise timely manner.

By posting a comment, users agree to indemnify the City of Seaside, its officers and employees from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred by any of them which arise out of or are related to content posted by users. If a user does not agree to these terms, the individual should not use the City of Seaside's social media sites as a violation of these terms may lead to legal liability.

The City neither guarantees the authenticity, accuracy, appropriateness nor security of external links, websites, or content linked thereto.”

Where a post or comment by a member of the public includes a hyperlink, the linked content is to be reviewed by the Department's designated employee to assure the content of the hyperlink is consistent with this policy.

V. Archiving

The City's social media sites are subject to California's civil discovery statutes and the California Public Records Act. All content subject to the City's records retention policy must be maintained consistent with that policy. Such content must be maintained in a format that preserves the integrity of the original record and must be easily accessible using the approved City platform and tools. Any content submitted for posting that is deemed unsuitable because it is inappropriate under this policy must also be retained pursuant to the applicable record retention schedule.

VI. Social Media Platform Standards

A. Platforms

The City of Seaside will use social media to do the following:

- a. Disseminate immediate, important and newsworthy information to residents of which a news item on the City's website is not necessary or possible;
- b. Promote City-sponsored meetings, events, programs and facilities; and
- c. Refer followers to a news item or content hosted at the City's website and Facebook page.

The City will maintain one City-wide accounts on each approved platform as approved by the City Manager. As popularity and availability of different platforms change, the City Manager may approve the creation or deletion of platform accounts as long as they adhere to the Social Media Policy and are used in conjunction with the Social Media Use Standards and Procedures.

B. Format, Style & Content

1. For 'type' description, choose "government."
2. All social media platform pages will be based upon a template that includes consistent City branding
3. All posts must be concise, fact based, professional and must avoid the use of jargon and abbreviations. All communications must best represent the City at all times and be professional in nature.
4. The main image must be the City logo or an appropriate photo subject to approval by the City Manager. If it is not the City's logo, the City's logo must be one of the profile pictures.
5. The City's mission statement and City description or other appropriate text will be included in the introduction, background or other identifying section and will include the following: .

"Welcome to the official City of Seaside Facebook/Twitter/Instagram page. This page is intended to provide updated information and discussion on the City's programs, services and events. For more information, visit the City's official website at www.ci.seaside.ca.us"

C. Wall Posts and Discussion Boards

Discussion Boards and the ability for the public to post directly on the City's page must be disabled unless approved in writing by the City Manager or designee.

D. Photos and Video

1. Appropriate photos and videos may be added to the City's Facebook page.
2. Videos must follow the Video Posting Standard.
3. The ability for fans to post photos, videos and links shall be disabled unless approved by the City Manager or designee.
4. Any posted photo or video content must not violate any ownership, privacy rights or copyright laws.
5. Photographs of minor children shall not be posted to the City's social media site(s) without the written permission of the child's parent or legal guardian.

E. Links to Other Accounts or Pages

No commercial or civic entities may be linked (or liked) to the City social media accounts unless approved by the City Manager or designee. A department may provide a link or other acknowledgement for entities that sponsor or underwrite City events, shows, or activities subject to approval by the City Manager or designee.

VII. Video Posting Standard

A. Purpose

The City will enable future access to online video content, as this is the way many residents communicate and obtain information online. Key objectives for video content must meet one or more of the follow goals: to further the department's mission, provide information about City services, showcase City and community events and explore City issues. The City encourages the use of video content to further the goals of the City and the missions of its departments, where appropriate.

B. Video Posting Guidelines

1. The department's director or designee will be responsible for approving the video content.
2. Video quality must be comparable to DVD resolution quality.

3. Low quality video will be considered as long as the audio portion is clear and the content is compelling and informative.
4. All videos posted to social media must also be posted on the department's website.
5. The department must secure a disclaimer from the author or owner or the right to use all of or part of a video if the video was not produced by the department or any other City department.
6. Videos streamed from other sources may not be posted to the City's website. Links to external videos are permitted but must only be used when content is relevant and upon approval by the department's director and the Information Services Coordinator.

C. Submitting Videos to Hosting Sites

1. Approved videos may be submitted to hosting sites such as Facebook on a case-by-case basis under the direction of the department's director or designee and the Information Services Coordinator.
2. Most of these sites limit the video to the lesser of 10 minutes in length or less than 1GB of data storage.
3. Any comments posted by the public in response to posted videos are subject to the guidelines set forth in these standards and procedures and the City's Social Media Policy.

D. Video Archive

Any video posted to an approved site must also be saved to a DVD or other storage media for purposes of records retention.