

# CITY OF CHINO HILLS

## ADMINISTRATIVE POLICY GUIDELINES

Date Adopted: 02/27/18

### SOCIAL MEDIA ENGAGEMENT

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Section: 5.14

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#### 1. PURPOSE

This Social Media Engagement Policy establishes guidelines for the establishment and use by the City of Chino Hills and the Social Administrator or his/her designee, for social media sites as a means of conveying information to members of the general public.

- 1.1 The intended purpose of using City social media sites is to disseminate information from the City about the City's mission, meetings, events and activities, current issues and items of general community interest via social media.
- 1.2 The City has an overriding interest and expectation to protect the integrity of the information posted on its social media sites and the content that is attributed to the City and its officials.
- 1.3 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. It is a **limited public forum**.

#### 2. DEFINITIONS

- 2.1 City Social Media Sites - pages, services, or feeds established and maintained by the City on behalf of the City, through which content of community interest is provided to the general public. City social media sites shall supplement, not replace, the City's required notices and standard methods of communication.
- 2.2 Comments - comments and dialogue posted by the social media follower in response to a City posting.
- 2.3 Mediums - the instruments, means, or channels by which general communication, information, or entertainment is conveyed to the public such as radio, television, website, television channels, Internet, social media, etc.

- 2.4 Posts or Posting - information, articles, comments, pictures, videos or any other form of communication posted on a City social media site on behalf of the City.
- 2.5 Social Media - content created by the Social Media Administrator or his/her designee, using accessible, expandable, and upgradable publishing technologies, through and on, the Internet, which may allow one-way or two-way communication between the City and the public. Examples of social media include, but are not limited to: Facebook, Twitter, Instagram, Snapchat, Blogs, YouTube, and LinkedIn.
- 2.6 The Social Media Administrator or His/Her Designee - both refer to any person authorized to establish, create and/or post content on behalf of the City on a City social media site.
- 2.7 User - any member of the public who posts, comments, likes, and/or otherwise participates on City social media sites.

### **3. GENERAL POLICY**

- 3.1 The City's official website at [www.chinohills.org](http://www.chinohills.org) (or any domain owned by the City) shall remain the City's primary means of communication via the Internet. The City of Chino Hills' social media sites may be used as a supplement to the City of Chino Hills' website for marketing and community outreach purposes; emergency communication; and, to communicate items of community interest and important City information quickly to a broad audience, and to reach various demographic groups.
- 3.2 Whenever possible, the City's social media sites shall link back to the City's official website for forms, documents, online services, and other information necessary to conduct business with the City.
- 3.3 All City "requests for service" will only be taken via approved methods of doing business. The Social Media Administrator or his/her designee will monitor social media pages and respond to any service requests by providing phone numbers and our hyperlinks for reporting various issues and requests for services.
- 3.4 No person shall establish a City social media site without the written approval of the City Manager or his/her designee. The Social Media Administrator or his/her designee shall comply with this policy and the City's Terms of Use and Comment Policy contained herein.
- 3.5 Upon City Manager approval, City social media sites shall bear the name and/or official logo of the City and shall link to the City's website. Wherever applicable, social media sites shall be classified and registered with the service provider as "Official" and/or government entity sites.

- 3.6 City social media sites shall clearly state that such sites are maintained by the City and that the sites comply with the City's Social Media Engagement Policy. The City's Social Media Engagement Policy shall be displayed to users or made available by hyperlink, and displayed on the City's website. City social media sites shall also clearly reference and/or provide a hyperlink to the Terms of Use and Comment Policy (text provided herein).
- 3.7 The City Manager reserves the right to terminate any City social media site at any time without notice due to information that may compromise the safety or security of the public or public systems. The City will conduct a risk assessment and the City Manager will immediately notify the City Council of the termination for further review, consideration, and/or possible reinstatement.
- 3.8 The Social Media Administrator or his/her designee shall monitor content on City social media sites to ensure adherence to the City's Social Media Engagement Policy and compliance to usage rules and regulations required by the service provider, including privacy policies.
- 3.9 The Social Media Administrator or his/her designee is authorized to generate content, moderate, or otherwise represent the City on City social media sites as part of their assigned job duties and shall conduct themselves at all times as a professional representative of the City and in accordance with City policies.
- 3.10 The Social Media Administrator or his/her designee of City social media sites shall utilize authorized City contact information for account set-up, monitoring, posting, and access, and shall not use personal email accounts or phone numbers or private credit cards for such purposes.
- 3.11 The City shall use social media sites as consistently as possible and in conjunction with other established City mediums used for communication to the general public.
- 3.12. City social media sites shall be managed in accordance with the Brown Act, the Political Reform Act, the Public Records Act, and the California Election Code. Elected and appointed members of the City shall not "respond to or comment on," "like," "share," "retweet," or participate otherwise in any public postings, or use the site or any form of electronic communication to respond to, blog about, or engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the body.
- 3.13 Any content removed based on the guidelines contained herein and must be retained, including the time, date, and identity of the poster, when available.

- 3.14 All City social media sites shall adhere to applicable federal, state and local laws, regulations, and policies.
- 3.15 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 subject to public disclosure. All postings on City social media sites will be archived and maintained for two years.
- 3.16 City 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 site's owners, vendors, or partners.
- 3.17 The City reserves the right to change, modify, or amend all or part of this policy at any time.

#### **4. CONTENT GUIDELINES**

- 4.1 The content of City social media sites shall only pertain to City-sponsored or City-endorsed programs, services, and events. Content includes, but is not limited to, information, graphics, photographs, videos, and hyperlinks.
- 4.2 The City shall secure full permission or rights to any content posted by the City, including photographs and videos and will abide by others' property ownership rights.
- 4.3 Whenever possible and appropriate, content posted to the City's social media sites shall contain hyperlinks directing users back to the City's official website for in-depth information, forms, documents, and online services necessary to conduct business with the City of Chino Hills.
- 4.4 The City's social media sites may "share," "like," or "retweet" content from other government, city, agency, or partner social media sites at the discretion of the Social Media Administrator or his/her designee.
- 4.5 In general, the public can expect City postings and responses to posts to be made during normal weekday business hours. Posts regarding major road closures and emergency information will occur only after information is confirmed via official sources which can extend the time it takes to complete the social media posting.
- 4.6 The Social Media Administrator or his/her designee authorized to post items on any of the City's social media sites shall not express his/her own personal views or concerns through such postings, but shall only reflect the views of the City.

- 4.7 The Social Media Administrator or his/her designee shall review, be familiar with, and comply with the social media site's use policies and terms and conditions.
- 4.8 City postings must contain information that is freely available to the public and not be confidential as defined by any City policy, state, or federal law or as directed by the City Manager.
- 4.9 City postings may not contain any personal information, except for the names of employees, or third parties whose job duties include being available for contact by the public, except for the names of persons who, by their actions or circumstances, have become a public figure.
- 4.10 City postings may not contain information that is in conflict with applicable laws and/or City policies, rules, or procedures.
- 4.11 Except as expressly provided in this policy, all City employees accessing and commenting on any City social media site shall comply with this Social Media and Engagement Policy whether on or off duty.

**4.12 TERMS OF USE**

The following Terms of Use and Comment Policy shall be prominently posted on all City social media sites: "This is an official social media site of the City of Chino Hills. For more information about the City of Chino Hills, please visit [www.chinohills.org](http://www.chinohills.org). This site is intended to serve as a medium for communication between the City and the public and is considered a limited forum to further inform the public."

**4.13 COMMENT POLICY**

A. The City reserves the right to reject any post it deems violates the City's Social Media Engagement Policy. Following are examples of materials that are prohibited and that will be deleted from the City's Social Media Sites:

- 4.13.1 Comments that are not topically relevant to the particular posting being commented upon and/or not within the jurisdiction of the City.
- 4.13.2 Three or more of the same successive, duplicative posts by the same commenter without comments in between.
- 4.13.3 Comments in support of, or opposition to, political campaigns, candidates, legislation, ballot measures, or other political advertisements.

- 4.13.4 Comments in support of, or opposition to a specific religion or religious belief.
  - 4.13.5 Content that, for a reasonable person, promotes, fosters, or perpetuates discrimination on the basis of race, religion, color, sex (including gender, gender identity, gender expression, transgender, pregnancy, and breastfeeding) national origin, ancestry, citizenship status, disability, medical condition, genetic characteristics or information, marital status, age, sexual orientation (including homosexuality, bisexuality, or heterosexuality) military or veteran status, as well as any other category protected by federal, state, or local laws.
  - 4.13.6 Pornography or links to pornography.
  - 4.13.7 Solicitations, advertisements, or endorsements of any financial, commercial, or non-governmental agency.
  - 4.13.8 Solicitations or encouragement of illegal activity.
  - 4.13.9 Information that may tend to compromise the safety or security of the public or public systems.
- B. Users have no right of privacy to any information submitted or posted on a City social media site.
  - C. The City is not responsible for, and disclaims any and all responsibility and liability for, any comments or materials posted by users of the City's social media websites including any copyright or trademark infringements.
  - D. When possible, all City social media sites should have a disclaimer stating: "Comments posted on City Social Media sites do not imply endorsement of, or agreement by, the City and/or its elected and appointed officials, nor do such comments necessarily reflect the opinions of or policies of the City."
  - E. The City reserves the right to implement or remove any functionality of its social media site when deemed necessary by the City Manager, Social Media Administrator or his/her designee, to comply with the City's Social Media Engagement Policy. This includes, but is not limited to, blocking specific persons from submitting comments, tweets or replies, removing comments, turning off comments, removing information, articles, pictures, videos, or any other form of communication that is posted on a City social media site when it does not conform to the site's guidelines and/or terms of use.