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BACKGROUND:

On August 1, 2009, the City adopted an administrative policy for social media use that was intended to ensure the proper use of the City’s social media technologies by its employees. Over the past three years, social media, also referred to as Web 2.0, has expanded dramatically as has the City’s use and the complexity of available web-based technologies. To ensure the continued proper use of City of Santa Rosa’s web-based communications by its employees, an updated policy is required.

PURPOSE:

The purpose of this Social Media Policy is to enhance community engagement and to permit City officials and City employees to properly use City maintained web-based communications (social media) as described in this policy to further the business of the City. The City’s use of social media may enhance community engagement, including, but not limited to, web-culture communities and hosted services, such as social-networking sites, photo and video sharing sites, wikis, tagged websites and blogs. Use of social media in an official capacity by staff is for topics related to official City business only.

The goals of City of Santa Rosa use of social media are to:

- Increase the public knowledge, trust and use of City services
- Promote the value and importance of City services among and between governing officials, civic leaders, and the general public
- Maintain open, professional and responsive communication with members of the public and the Media

OWNERSHIP:

All social media communication messages composed, sent, or received on the City’s IT equipment are the property of the City. While social media sites are administered/curated by the City, the content on the sites is not entirely controlled by the City. The City does not endorse any links or advertisements on City curated sites which have been placed by the site owners, their vendors, partners or other parties.

POLICY:

The City has the right to monitor employees’ social media use on City equipment and will exercise its right as necessary. Users do not and shall not have an expectation of privacy. Social media is not a secure means of communication. The City has a separate “Technology Use Policy” that is applicable to all City officials and employees.

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The City of Santa Rosa sponsored sites are also a place for the public to share opinions about City related subjects and issues. Public comments are welcome and will be reviewed, when possible, prior to publishing. Information posted publicly by City staff will be professional and reflect positively on the City of Santa Rosa, staff, volunteers and services. Wherever practical, staff shall verify facts, cite sources, present balanced views, acknowledge and correct errors, and check spelling and grammar before publishing any posts. Staff shall not post information not authorized under this policy. The City of Santa Rosa reserves the right not to publish any posting, or to later remove it.

GENERAL POLICY GUIDELINES:

1. The City Manager shall develop and implement Social Media Standards and Procedures, which establish guidelines for the administration and use of social media in conjunction with this Policy.
2. The City authorizes the use of social media by officials and employees subject to the approvals set forth in the **City's Social Media Use Standards and Procedures**, and compliance with the Technology Use Policy, all anti-harassment and anti-discrimination policies and the City's guiding principles.
3. All of the City's social media sites that are created by departments will be subject to approval and/or review by the City Manager or designee.
4. The most appropriate uses of Social Media are as informational channels to increase the City's ability to broadcast its messages and engage the widest possible audience.
5. The City's website (srcity.org, aka: ci.santa-rosa.ca.us) will remain the City's primary and predominant internet presence.
6. Wherever appropriate, official content posted to social media shall contain hyperlinks directing users back to the City's official website for in-depth information, forms, documents or online services necessary to conduct business with the City of Santa Rosa.
7. The Department Director or designee will be responsible for the content and upkeep (including maintenance and monitoring) of any web-based communications that the department administers.
8. The City's social media accounts are subject to California's civil discovery statutes and the California Public Records Act. Any content posted to a City maintained social media account, including a list of subscribers, is a public record. The Department maintaining the site is responsible for responding to any public records request on social media; provided, however, such requests must be handled in collaboration with the City Clerk's Office and the City Attorney's Office. Content related to City business must be maintained in an accessible format so that it can be produced in response to a request. Wherever possible, such social media channels must clearly indicate via a "**Terms of Service Agreement**" that any articles and other content posted or submitted for posting may be or are subject to public disclosure upon request.

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9. California law and relevant City records retention schedules apply to web-based communications. Unless otherwise addressed in a specific social media standards document, the department maintaining a site must preserve all content for the required retention period in a format that preserves the integrity of the original record and is easily accessible. Appropriate retention formats for specific web-based communications are detailed in the **City’s Social Media Use Standards and Procedures**.
10. City social media sites shall be managed consistent with the Brown Act. Members of the City Council and City advisory bodies should refrain from responding to any published postings, or from using the site to respond to, blog, engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the body.
11. Departments may adopt department-specific policies to address unique requirements, but departmentally adopted policy should not contradict this Policy in any way.

PRIVACY AND SECURITY:

When using social media, City of Santa Rosa employees will act in a professional manner by:

- Where practical, identifying themselves by name and as an employee of City of Santa Rosa
- Using only appropriate language
- Being aware that what is written will not only reflect on the writer, but also on the Elected Officials of City of Santa Rosa and other City employees
- Not providing confidential information about cases or clients, including names, or use such material as part of any content added to a site
- Not commenting on business partner’s or their competitor’s practices or services or using such as part of content added to a site
- Not providing information related to pending business decisions that would compromise negotiations or including such as part of content added to a site
- Being aware that all content added to a site is subject to open records/right to know laws and discovery in legal cases
- Ensuring that all content posted to an external site will include a “**Terms of Service Agreement**” disclaimer (when technically possible) that the comments and/or opinions posted are those of the postee and not the City

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COMMENT POLICY:

1. Users and visitors to the City’s social media sites must be notified via a “**Terms of Service Agreement**” that the intended purpose of the site is to serve as a means of communication between City departments and members of the public. All comments posted to the City’s social media sites will be monitored.
2. Where moderation of comments is an available option, comments from the public will be moderated before posting by City of Santa Rosa social media account designees. The City of Santa Rosa reserves the right to modify or remove any messages or postings that it deems, in its sole discretion, to be abusive, obscene, defamatory, in violation of the copyright, trademark right, or other intellectual property right of any third party, in violation of the “Terms of Service Agreement” or otherwise inappropriate.
3. The City of Santa Rosa also reserves the right to edit or modify any submissions in response to requests for feedback or other commentary. Notwithstanding the foregoing, the City of Santa Rosa is not obligated to take any such actions, and will not be responsible or liable for content posted by any subscriber in any forum, message board, or other area within the service. Forums and messaging may not be used for commercial purposes or for organized political activity.
4. By posting a comment, customers agree to indemnify the City of Santa Rosa, its officers and staff 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 the content posted by customers. If a customer does not agree to these terms, the individual should not use the City of Santa Rosa sponsored sites as a violation of these terms may lead to legal liability.
5. City of Santa Rosa designated staff editors shall not post or approve any comments that are abusive, obscene, defamatory, in violation of the copyright, trademark right, or other intellectual property right of any third party, or otherwise inappropriate or incorrect. For example, the following may be removed by City of Santa Rosa editors before being published:
 - a. Potentially libelous comments
 - b. Obscene, racist, and/or derogatory comments about race, ethnicity, gender, sexual orientation and religion
 - c. Personal attacks, insults, and threatening language
 - d. Plagiarized material
 - e. Private, personal information published without consent
 - f. Comments or hyperlinks unrelated to the topic of the discussion and/or forum
 - g. Commercial promotions or spam
 - h. Conduct or encouragement of illegal activity

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- i. Comments in support of or opposition to political campaigns or ballot measures
 - j. Information that may compromise the safety or security of the public or public systems or employees
6. The above comment guidelines and disclaimers must be displayed to users or made available by hyperlink in the “**Santa Rosa Social Media Terms of Service User Agreement**”. Any content removed based on these guidelines shall be retained, including the time, date and identity of the poster when available in accordance with the City’s policy on the retention of such information.

Adopted by Resolution No. 28222

Dated: January 8, 2013