



City of Camarillo

CITY COUNCIL POLICY

Section: Information Technology

Date Adopted: June 28, 2017

Last Amended:

Subject: **Use of Social Media**

Number: 12.04

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PURPOSE

To establish guidelines for the City's use of social media sites as a means of conveying information regarding the City's mission, meetings, activities, events, services, and current issues.

POLICY

A. Definitions

1. "Social media sites" refers to online platforms used to create accessible, expandable and upgradable publishing technologies through and on the internet.
2. "City" means the City of Camarillo.
3. "City social media sites" means the Facebook page and YouTube channel that the City will establish and maintain.
4. "Posts" or "postings" mean information, articles, pictures, videos or any other form of communication posted on City social media sites.
5. "Comment" or "Comments" mean and include any information, articles, words, pictures, videos or any other form of communicative content posted by others on City social media sites.

B. General Guidelines

1. The City's official website at www.cityofcamarillo.org (or any domain owned by the City) serves as the City's primary location of electronic information. All official City presences on social media sites or services are considered an extension of the City's information program. When possible, City social media sites will link to the official City website for forms, documents, online services, and other necessary information.

2. The establishment of a social media site is subject to approval by the City Manager upon the policy decision of the City Council.
 - a. Social media site accounts will be created using an official City email account and will bear the name and official seal of the City as applicable to the social media site.
 - b. All City social media sites will utilize authorized City contact information for account set-up, monitoring, and access.
 - c. Use of personal email accounts or phone numbers by City employees for the purpose of setting-up or administering a City social media site is prohibited.
3. Content posted on City social media sites is subject to oversight by the City Manager or designee(s).
4. All City social media sites must adhere to applicable federal and state laws, City ordinances, regulations and policies, including but not limited to the California Public Records Act, the Ralph M. Brown Act, and laws and policies regarding records retention, conflicts of interest and copyright.
 - a. Any content maintained on City social media sites that is related to City business, including a list of subscribers and posted communication may be considered a public record and subject to public disclosure.
5. Members of the City Council, and any City appointed Commission, Committee or Board subject to the Ralph M. Brown Act may share any published postings to promote City news and/or events. They must not:
 - a. Comment, “like”, or interact on City social media sites.
 - b. Use any form of electronic communication to respond to or engage in serial meetings.
 - c. Discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the body.
6. City social media sites must comply with usage rules and regulations required by the site provider, including privacy policies.
7. Rules applicable to the use of City social media sites, as determined appropriate by the City Manager, must be made available to all City social media site users on each City social media site and on the City’s website.

C. Content Standards and Guidelines

1. The content of City social media sites must comply with Policy 2.01.
2. Any employee authorized by the City Manager to post items on City social media sites must review, be familiar with, and comply with the social media site's use policies and terms and conditions.
3. Any employee authorized by the City Manager to post items on City social media sites must not express his or her own personal views or concerns through such postings. Postings on City social media sites by an authorized City employee must only present factual information regarding the City's policies and programs.
4. Content posted to City social media sites should contain hyperlinks directing users to the City's official website for in-depth information, forms, documents or online services whenever possible.
5. Postings may be made primarily during normal business hours. After-hours or weekend postings may be made when the news or information is relevant to an event or activity occurring, in the event of a disaster/emergency situation, or as otherwise authorized by the City Manager.
6. Postings must not contain information that is confidential as defined by any City policy or state or federal law.
7. Postings must not contain any employee's personal information, except for the names of employees whose job duties include being available for contact by the public.

D. Comment Guidelines

1. City social media sites are intended to disseminate information and direct viewers to more in-depth information or resources on the City's website.
2. The City reserves the right to implement or remove any functionality of City social media sites, when directed by the City Council. This includes, but is not limited to, posting of information, articles, pictures, videos, comments, or any other form of communication in City social media sites.
3. The City will continue to encourage members of the public to contact the City directly via phone, email or in person with questions or concerns related to City business.
4. City social media sites will provide the public with instructions on contacting the City via phone, email or website.