

City of Lathrop

Social Media Regulation

CITY COUNCIL REGULAR MEETING

JULY 12, 2021

ITEM 6.3





At the January 11, 2021 City Council Meeting, Councilmember Diallo asked Council to direct staff to gather information concerning the costs of retaining data for an official or certified city account for social media to provide real-time information.

In response, staff identified an original City Social Media Regulation dated February 23, 2010 to amend to provide for real-time information via social media. The revised Social Media Regulation was issued on June 7, 2021 and is provided for reference.

CITY OF LATHROP ADMINISTRATIVE REGULATION



SOCIAL MEDIA

00-29

1. Overview

The City of Lathrop's website at www.ci.lathrop.ca.us is the City's primary means of internet communication, however, the City may utilize authorized social media platforms to reach a broader audience and/or convey information to the public.

Acceptable broadcast information may include the promotion of the City's mission, meetings, and other City sponsored programs, activities, services, events, project updates and current issues.

Only authorized users may post on the City's social media platforms. Strict adherence to the Administrative Regulations for Social Media (Social Media Regulation) is required.

Questions about the Administrative Regulations for Social Media should be directed via e-mail to the Chief Information Officer at ithelp@ci.lathrop.ca.us.

2. Purpose & Scope

This purpose of this regulation is to provide direction and establish guidelines to City of Lathrop employees, volunteers and other affiliated organizations on the use of social media platforms for the purpose to convey City-related business and program information.

This regulation applies to all equipment that is owned, leased, operated, or maintained by the City of Lathrop in which website links to social media platforms could be established or accessed.

3. Regulation

3.1. General Use

- A. The City of Lathrop's website at www.ci.lathrop.ca.us will remain the City's primary means of internet communication. Use of other domains, approved and owned by the City may be used for internet communications.
- B. Social media sites may be used in conjunction with other established City communication tools, when deemed necessary.
- C. City approved social media sites shall be limited to outgoing content postings only. The option to allow visitor postings will not be activated on City social media sites/page(s). Public comments, questions or concerns will be redirected to the City's website comments/concern page located at:
<https://www.ci.lathrop.ca.us/contact>.

Revised June 7, 2021

Original Effective Date: February 23, 2010

- D. City social media platforms are designed to convey important information regarding City programs and services to the public and Lathrop community.
- E. The establishment of City social media platforms is subject to approval by the City Manager or authorized designee and the Chief Information Officer by submitting a completed Social Media Request form. (Attachment A)
- F. Upon approval, City-sanctioned social media platforms shall bear the name and official logo of the City, and follow the guidance listed in Section 4.2 Branding Social Media.

3.2. Information Ownership, Exchange, & Disclaimer

- A. City social media platforms shall clearly state that such sites are maintained by the City and are subject to the posted disclaimer(s). Such disclaimers include:
 - 1. Official social media page of the City of Lathrop. This page is for communication from the City to the public and Lathrop residents. Public commenting is not allowed. Inquiries related to social media content will be directed to: prdfb@ci.lathrop.ca.us.
 - 2. All content listed on City social media sites may be subject to Public Disclosure.

- B. Any information posted on a City-sanctioned social media accounts must be authorized by the City Manager or their authorized designee prior to publication of post.
- C. City social media sites and/or applications shall provide a link to the City's official website for forms, documents, online services and other information necessary to conduct business with the City, as needed.
- D. The City's Administrative Regulations for Social Media shall be distributed and maintained by the Human Resources Department.
- E. City social media sites may contain content, including but not limited to, hyperlinks over which the City has no control. The City does not endorse any hyperlink placed on City social media sites by the sites owners, vendors, or partners.
- F. The City's use of the Next Door application is designated as government-use only for the rapid dissemination of public information, therefore, no responses or comments will be allowed.

Revised June 7, 2021

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3.3. Rights, Regulations & Responsibilities

- A. All content must be approved by the City Manager, or their authorized designee, prior to publication of post.
- B. All approved content on City-sanctioned social media platforms shall be issued and posted by designated staff.
 - 1. The City Manager or the designated Emergency Operations Center Director and/or Coordinator must first approve content that is serious in nature, such as a health and safety emergency or natural disaster.
- C. The Administrator shall monitor content on City social media sites and/or applications to ensure adherence to both the City's Social Media Policy and the interest and goals of the City.
- D. Employees representing the City on City social media sites and/or applications shall conduct themselves at all times as a professional representative of the City and in accordance with all City policies and procedures. Employees that fail to conduct themselves in an appropriate manner may be subject to discipline up to and including termination.

- E. All City social media sites and/or applications shall use authorized City contact information for account set-up, monitoring and access. All account set-up information for each social media platform must be provided to the City's Chief Information Officer in a written format. Usernames, codes and/or passwords should not be changed without the written authorization from the Chief Information Officer. At no time should usernames, codes and/or passwords be sent by email, text, or stored in an unsecure location. 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 a City social media site.
- F. City Social Media Administrator(s) shall review and abide by the City's Administrative Regulations for Social Media and apply the City's Best Practices & Procedures listed in Section 4.
- G. City social media sites shall be managed consistent with the Ralph M. Brown Act and the City's Code of Ethics adopted by Resolution No. 18-4471.
 - 1. Members of the City Council and City Commissions and Boards shall not respond to any published postings, or use the site or any form of electronic communication to respond to, engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the body.

2. Staff shall manage City social media sites in a manner that avoids or eliminates a potential violation of the Brown Act and Adopted Code of Ethics.
- H. The City reserves the right to terminate or suspend any City social media platform at its discretion and at any time without notice.
 - I. City social media sites shall comply with usage rules and regulations required by the site provider, including privacy policies.
 - J. All City of Lathrop social media sites shall adhere to applicable state, federal and local laws, regulations and policies, including all information technology and records retention laws, and applicable City policies.
 - K. City social media site postings are subject to the Freedom of Information Act, California Public Records Act, and associated laws and policies. Any content maintained on a City social media site that is related to City business, including a list of subscribers, posted communication and communication submitted for posting, may be considered a public record and subject to public disclosure. All postings on City social media site will be maintained consistent with the City's records retention policies, in which the office of record is responsible for the retention of the posted content.

- L. A disclaimer shall be listed on City social media platforms to notify users and visitors of the site(s) intended purpose and its means to serve as communication from the City to members of the public. (See Section 3.2.A.)
- M. All social network sites and entries shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.
- N. The City reserves the right to restrict or remove any content that it deems, in its sole discretion, to be:
 - 1. Unwarranted, offensive, abusive, obscene, defamatory, or
 - 2. In violation of copyright and/or trademark law, or other intellectual property of any third party, or
 - 3. Is in violation of the City's Administrative Regulations for Social Media or any other applicable law, or
 - 4. Poses a threat to the City technology system(s) or its security, or
 - 5. Links or photographs that promote advertisement that are not related to city sponsored events or services.

- O. The City reserves the right to change, modify, or amend all or part of these procedures at any time.

4. Best Practices & Procedures

This section establishes the procedures for use of City social media sites by the Administrator(s). The purpose of City social media sites is to disseminate information about City programs, services, events, activities and project updates to members of the public. This document will establish the procedures for the use of approved social media platforms.

City Departments, through submission to the authorized Administrator(s), may utilize social media and social network sites to enhance communication with the public, Lathrop community, and various stakeholder organizations in support of the City's goals and objectives.

These guidelines are intended to guide the safe and acceptable use of all promotional opportunities available including social media. The goal is to increase the public's knowledge and awareness of new or upcoming important programs, activities, services, events and project updates.

4.1. Administrator(s)

The Administrator(s) is defined as staff that has been authorized and is responsible for the creation, oversight, posting, and monitoring of content and branding of City social media sites. Designated staff and their roles will be submitted for approval on the Social Media Request Form. (Attachment A)

A. Administrator shall be responsible for City social media sites.

4.2. Branding Social Media

City social media sites shall be branded as "official" and must include approved city logos, adhere to approved graphic standards, a text statement such as "Official City of Lathrop Site", and any applicable disclaimers as referenced in Section 3.2.A.

4.3. General Guidelines

A. City social media sites are for official purposes only.

B. Only designated Administrator(s), or identified consultant(s) acting in a professional capacity, may post City-related information to City social media sites. Employee postings of a personal nature to City social media sites are not allowed.

- C. City social media sites shall supplement, and not replace, the City's required notices and standard methods of communication. Public notices and meeting agendas will remain on City website but City staff will endeavor to use social media to increase public awareness of official public notices on the City website.
- D. City social media sites will link to the City's official website for forms, documents, online services and other information necessary to conduct business with the City.
- E. The establishment of a City social media site is subject to approval from the City Manager or a designated appointee, and the Chief Information Officer.
- F. City social media sites shall clearly state that the site is maintained by the City, and shall comply with the City's Administrative Regulations for Social Media and content guidelines with a website link to the information herein.
- G. The content of City social media sites will only pertain to City sponsored or City endorsed programs, events, and services. This content includes, but is not limited to, references to official meeting notices and agendas on the City website, public information, photographs, videos, and hyperlinks.

- H. Posting content on City social media sites shall be done during normal business hours. After-hours or weekend posts will only be made with the approval of the City Manager or authorized designee, Administrator(s), or identified consultant(s).
- I. Content posted on City social media sites must contain information that is freely available to the public and not confidential as defined by any City regulation, State or Federal law.
- J. Content posted on City social media sites may not contain any personal information, with an exception for the names of employees whose job duties include being available for contact by the public.
- K. Staff or Departments who are interested in having information posted on any of the City's social media platforms must submit a request to the Administrator(s) and add this information into the SOCIAL MEDIA & MARQUEE Posting schedule located at \\CHFILCS01\share\ALL\PRD\Parks and Rec\14. Marketing\Social Media

5. Revision Information

On June 7, 2021, the Administrative Regulations for Social Media Number 00-29 has been updated as an inclusive document for policies, regulations, guide, best practices and procedures for all City social media sites.

Revised June 7, 2021
Original Effective Date: February 23, 2010

6. Definitions

Term	Definition
Administrator	Refers to designated staff that has been authorized to create, administer, place or remove content or posts on a City social media site.
City Social Media Sites	Refers to social media platforms where the City has established an account and maintains control over all posts with the exceptions of advertisements and hyperlinks placed by the social media platform owner, vendor, or partners.
Content	Refers to information, articles, pictures, videos, or any other form of communication posted on a city social media site.
Marquee	Lathrop Community Center Marquee located at 15557 5th St, Lathrop, CA 95330. Posting information on the Community Center Marquee is included as an avenue for social media and shall comply with the policies and guidelines listed within.
Posts	Refers to the act of placing content on a City social media site.

Social Media	Refers to technology that allows the creation and/or sharing and exchange of information virtually, for interaction with select individuals or the public over the internet.
Social Media Platforms/Sites	Refers to a program, website, or application created by individuals and/or companies on the internet and/or mobile-based tools for interaction with select individuals or the public over the internet. Social media platforms may be referenced as Facebook, Twitter, Instagram, LinkedIn, YouTube, Public Access Channel, Vimeo, and other similar internet website services that may arise after the implementation of this regulation.

Attachment(s): A. Social Media Request Form

Approved:


 Stephen J. Salvatore, City Manager

6.7.21
 Date

Revised June 7, 2021
 Original Effective Date: February 23, 2010



SOCIAL MEDIA REQUEST FORM

Requester Name: _____

Request Date: _____

Department: _____

Title: _____

E-mail: _____

Telephone #: _____

Social Media Website/Platform/Application(s) Requested:

Platform/Application Type:

Web Address:

Please explain the following:

1. Goal of the social media website, platform and/or application.
2. How will it enhance communication efforts?

3. Are public comments associated with this request?

4. List the staff person(s) responsible for monitoring, writing, and posting content:

Name	Title	Designation

5. How often will content be updated?

6. Please provide examples of topics to address.

7. Does the proposed social media website, platform and/or application comply with the City's Social Media Regulation? ☐ Yes ☐ No

8. Is there a cost associated with the requested social media website, platform and/or application? ☐ Yes ☐ No
- a. If yes, please list the cost and the fund account number for allocation.

Acknowledgements

- A) All social media/networking websites, platforms, and/or applications established for the City and all username(s) and passwords used for the establishment and access to City social media/networking websites, platforms, and/or applications are the property of the City of Lathrop.
- B) All content posted to City social media/networking websites, platforms, and/or applications is the intellectual property of the City of Lathrop.
- C) All username(s) and passwords used for the establishment and access to City social media/networking websites, platforms, and/or applications shall be provided to and maintained by the City of Lathrop Chief Information Officer.
- D) All Administrators shall review and abide by the City's Administrative Regulation for Social Media.

Signature (Requester)

Date