

City of Torrance Guide to Policies, Procedures, and Protocols

Chapter 15 - Policy - Social Media

Contents

General Use.....	2
Purpose	2
Policy	2
Elected Officials Blog Policy	4
Purpose.....	4
Scope and Content of Announcements	4
Prohibited Uses	4
Termination of blog and URL	5
Historical Record	6

City of Torrance Guide to Policies, Procedures, and Protocols

Chapter 15 - Policy - Social Media

General Use

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Purpose

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, city departments may consider participating in social media formats to reach a broader audience. The City of Torrance encourages the use of Social Media to further the goals of the City and the missions of its departments where appropriate.

The City Council and the City Manager have an overriding interest and expectation in deciding who may “speak” and what is “spoken” on behalf of City of Torrance on social media sites.

This policy establishes guidelines for the use of social media.

The City Manager or his designee shall approve what Social Media outlets may be suitable for use by the City and its departments. The Citywide Web Team shall serve to educate departments on how to best use various Social Media outlets to achieve their goals.

*Article
15.05*

Policy

- A. All official City of Torrance presences on social media sites or services are considered an extension of the City’s information networks.
- B. The City Manager will review department requests to use social media sites and may delegate this review function to the Cable and Community Relations Manager.
- C. The Citywide Web Team will advocate using Social Media to help departments reach their stated goals by assisting departments in developing appropriate uses for social media, assisting the selecting of appropriate social media outlets and helping departments define a strategy for engagement using Social Media.
- D. Departments that use social media are responsible for complying with applicable federal, state, and city laws,

City of Torrance Guide to Policies, Procedures, and Protocols

Chapter 15 - Policy - Social Media

regulations, and policies. This includes adherence to established laws and policies regarding copyright, records retention, Freedom of Information Act (FOIA), First Amendment, privacy laws and information security policies established by the City of Torrance.

- E. Wherever possible, links to more information should direct users back to the City's official website for more information, forms, documents or online services necessary to conduct business with the City of Torrance.
- F. Employees representing the City government via Social Media outlets must conduct themselves at all times as representatives of the City of Torrance. Employees that fail to conduct themselves in an appropriate manner shall be subject to the Disciplinary Procedures outlined in the City of Torrance Employee Handbook and Internet Policies upon adoption.
- G. The Communication and Information Technology Department and the City Manager's Office must be provided administrative access to media sites created on behalf of the City. Employees who create these sites do not retain ownership of the materials or sites. Sites may only be created with the City Manager's authorization.
- H. The Office of Cable and Community Relations will monitor content on each Department social media sites to ensure adherence to the Social Media Policy for appropriate use, message and branding consistent with the goals of City of Torrance.
- I. Violation of these standards may result in the removal of department pages from social media outlets by the City Manager.

City of Torrance Guide to Policies, Procedures, and Protocols

Chapter 15 - Policy - Social Media

Elected Officials Blog Policy

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Purpose

The City of Torrance makes space available on its internet site for each council member to blog.

The purpose of a city council blog is to allow each council member to make announcements that the council member believes are of general interest to the public.

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Scope and Content of Announcements

Announcements should be objective and descriptive. The tone of the announcement should be polite and professional. Announcements should concern upcoming events, or constituent services (such as opportunities to meet a council member at public events, office hours, etc.). Announcements must comply with all local, State and Federal rules, regulations and policies.

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Prohibited Uses

1. No discussion of a council member's views or opinions;
2. No responses to press or residents;
3. No comments or feedback to any posting;
4. No copyrighted, trade secret or materials otherwise subject to a third party's proprietary interest may be posted, including privacy and publicity rights;
5. No matters within the city council's jurisdiction other than announcements of upcoming public meetings or agenda items;
6. No political campaigning or fundraising;
7. No disclosure of confidential or otherwise privileged information;
8. No posting of information regarding a council member's personal business.

City of Torrance Guide to Policies, Procedures, and Protocols

Chapter 15 - Policy - Social Media

15.25

Termination of blog and URL

The city council blog and URL remain the property of the City of Torrance. Upon leaving elected office, the blog and URL will be terminated. The records will be retained consistent with the City's overall records retention policy.

City of Torrance Guide to Policies, Procedures, and Protocols

Chapter 15 - Policy - Social Media

Historical Record

Original Publication

2/2012

Revision

8/2012