

SOCIAL MEDIA USE
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POLICY 2-7**A. PURPOSE**

To address the fast-changing landscape of the Internet and the ways residents communicate and obtain information online, City departments may consider using social media tools to reach a broader audience. The City encourages the use of social media to further the goals of the City and the mission of its departments, where appropriate.

The City has an overriding interest and expectation in deciding what is “spoken” on behalf of the City on social media sites. This policy establishes guidelines for the use of social media.

B. GENERAL

1. All City social media sites posted by individual departments will be subject to the approval of the Director of Communications and Community Relations.
2. The City of Glendale website (glendaleca.gov) will remain the City’s primary and predominant internet presence.
 - a. The best, most appropriate uses of social media tools fall generally into three categories:
 - i. As channels for disseminating time-sensitive information as quickly as possible (e.g. emergency information);
 - ii. As marketing/promotional channels which increase the City’s ability to broadcast its messages to the widest possible audience; and
 - iii. To refer the public (followers/friends) to content hosted on the City website.
 - b. Wherever possible, content posted to the City social media sites will also be available on the City’s main website.
 - c. Wherever possible, content posted to the City social media sites should contain links directing users back to the City’s official websites for in-depth information, forms, documents or online services necessary to conduct business with the City.
3. As is the case for the City’s website, departmental public information staff will be responsible for the content and upkeep of any social media sites their department may create.
4. Wherever possible, all City social media sites shall comply with all appropriate City policies and standards, including but not limited to:

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- a. The City's social media sites are subject to the State of California public records laws. The Department maintaining the site is responsible for responding completely and accurately to any public records request for public records on social media. Content related to City business shall be maintained in an accessible format so that it can be produced in response to a request. Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.
 - b. California state law and relevant City records retention schedules apply to social media formats and social media content. Unless otherwise addressed in a specific social media standards document, the department maintaining a site shall preserve records required to be maintained pursuant to a relevant records retention schedule for the required retention period on a City server in a format that preserves the integrity of the original record and is easily accessible.
 - c. Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between City departments and members of the public. City social media site articles and comments containing any of the following forms of content shall not be allowed:
 - i. Comments not topically related to the particular social media article being commented upon;
 - ii. Comments in support of, or in opposition to, political campaigns or ballot measures;
 - iii. Profane language or content;
 - iv. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, national origin, physical or mental disability, or sexual orientation;
 - v. Sexual content or links to sexual content;
 - vi. Solicitations of commerce;
 - vii. Conduct or encouragement of illegal activity;
 - viii. Information that may tend to compromise the safety or security of the public or public systems; or
 - ix. Content that violates a legal ownership interest of any other party.
5. These guidelines must be displayed to users or made available by hyperlink. Any

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content subject to exclusion must be first directed to the City Attorney for review. Any content hidden based on these guidelines must be retained, including the time, date and identity of the poster when available.

6. The City reserves the right to restrict or hide any content that is deemed in violation of this social media policy or any applicable law. The City Auditor may monitor sites from time to time for compliance.
7. The City will approach the use of social media tools as consistently as possible, Citywide. The Communications & Community Relations Division shall monitor use for consistency.
8. All new social media tools proposed for City use will be approved by the Director of Information Services, the Director of Communications and Community Relations and the appropriate department's Director.
9. All social media sites will be set up in conjunction with a City email account.
10. Administration of City social media sites:
 - a. Director of Communications and Community Relations will maintain a list of social media tools which are approved for use by City departments and staff. The Web & Applications Section of ISD and Director of Communications and Community Relations will maintain a list of all City social media sites, including login and password information. Departmental public information staff will inform the Director of Communications and Community Relations of any new social media sites or administrative changes to existing sites.

The City must be able to edit immediately or remove content from social media sites.

C. SOCIAL NETWORKING ADMINISTRATOR

Departments utilizing social media sites shall appoint departmental public information staff, ("Social Networking Administrator" or "SNA") to prepare, review, update and maintain content posted on the social media sites. The SNA shall endeavor to monitor the social media site regularly as required by the amount of traffic on the site. The SNA shall conduct basic account maintenance, such as password resets. More advanced account maintenance may be deferred to the Web & Applications Section of ISD. SNAs shall inform the Web & Applications Section of ISD and Communications & Community Relations Division of all current passwords on each social media site. SNAs may not post information that they obtain from the City on their personal social media sites where a member of the public would not otherwise have access to post the same information.

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All employees who are assigned as the Department SNA or given responsibilities relating to this social media policy are subject to employment guidelines within the City of Glendale Civil Service Rules and Regulations and Administrative Policies. If an employee is found to misuse City property or technology when using social media to represent the City or promote a City program, the employee may be subject to disciplinary action as determined by management.

E. BRANDING

Official City of Glendale social media sites must be distinguishable as belonging to the City. All accounts must display the City of Glendale logo or the associated departmental logo as their avatar. The "Bio" field of all official city accounts shall be populated with the following language: "Intended for official City of Glendale, CA communications only." If appropriate, the following must also be added: "This site is not monitored for emergency communications. Call 911 for emergencies." All City accounts are required to be linked to the City of Glendale homepage, or the departmental homepage.

F. DESIGN STANDARDS

To maintain consistency, the Web & Applications Section of ISD shall implement all interface customizations. Interfaces may be customized to meet the character of each departmental page. Customizable elements are: background color; background graphic; font color; font size; and avatar. All linking shall be done by using a URL- shortening service such as bit.ly, (www.bit.ly). Social media sites are more casual than most other communication tools, but they still represent the City at all times.

G. ACCOUNT MAINTENANCE

1. **Creating Accounts.** To create a new account on a social media site, the SNA shall submit a request to Director of Communications and Community Relations and the City Web & applications Section of ISD. The Director of Communications and Community Relations and web & Applications Section of ISD shall be responsible for verifying executive authorization of new page, establishing accounts, implementing design changes, and setting policy to mitigate the risk of security breaches.
2. **Closing Accounts.** The SNA must submit a request to the City Web Applications Section of ISD and Director of Communications & Community Relations to close a social media site/account. Accounts/sites may be re-opened as per the social media site's grace period policy.
3. Any accounts that are inactive for more than 45 days may be disabled by the Web & Applications Section of ISD or Director of Communications and Community Relations.

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Director of Communications and Community Relations shall provide basic usage training for SNAs. Social media sites may offer free, self-paced business use training. Departments may identify additional training courses provided by third party vendors, if needed.

I. TWITTER

1. Twitter is a micro blogging tool that allows account holders to tweet up to 140 characters of information to followers. By procuring and maintaining Twitter accounts, City departments will communicate information directly to their Twitter followers, alerting them to news and directing them to the City website for more information. Twitter content shall mirror information presented on the City website and other existing information dissemination mechanisms. SNAs shall ensure that information is posted correctly the first time. Twitter does not allow for content editing. Given Twitter's rapidly changing nature, Twitter accounts require frequent and timely updates. Twitter accounts without any tweets for more than 45 days may be disabled by the Director of Communications and Community Relations.
2. Retweets and Replies: Retweeting content from other governmental agencies, state accredited education institutions, and media outlets is allowed. Retweeting content from all other followers is prohibited. All replies via @username method are prohibited. In response to questions by followers, the SNA may also send a general tweet to all followers answering the question, concern, or issue, without replying directly to the single user. SNAs shall endeavor to coordinate with their counterparts in other departments when tweeting information which pertains to multiple departments.
3. Mentioning Users: Mentioning users on Twitter via @username method is only allowed when the user is another governmental agency, state accredited education institution, or media outlet. The @username method can also be used to mention an entity or event that is City sponsored or endorsed.
4. Archiving: The SNAs shall be responsible for archiving Twitter posts. Twitter archives will not be visible to the public, but will be accessible for public document retention purposes.

J. FACEBOOK

1. Facebook is a social networking site that is intended to promote City activities, programs, projects and events. When a department determines it has a business need for a Facebook account, it will submit a request to the Web & Applications Section of ISD and Director of Communications & Community Relations.
2. Creating Pages: Facebook accounts shall be established as Facebook Pages, (as opposed to Facebook Profiles), and categorized as "Government."

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3. Publishing of Fan Content: Public posts to the Wall generally will be turned off, but may be allowed on a case-by-case basis with request from the department and approval from the City's Director of Communications & Community Relations. Discussion Boards shall be turned off.

The Wall page must include a Comment Policy Box with the following disclaimer: "Comments posted to this page will be monitored - The City reserves the right to remove inappropriate comments including those that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, support or oppose political candidates or ballot propositions, promote illegal activity, promote commercial services or products or are not topically related to the particular posting."

Any comments removed must be retained as stated in this policy B.2.a. and B.2.b.

4. Sharing and Liking: Sharing and liking content and posts from other governmental agencies, state accredited education institutions, and media outlets are allowed.
5. Mentioning Users: Mentioning users on Facebook via @username method is only allowed when the user is another governmental agency, state accredited education institution, and media outlet. The @username method can also be used to mention an entity or event that is City sponsored or endorsed.
6. Applications: Common applications can allow users to stream video and music, post photos, and view and subscribe to RSS feeds. While some may be useful to the page's mission, they can cause clutter and security risks. An application should not be used unless it serves a business purpose, adds to the user experience, comes from a trusted source and is approved by the Web & Applications Section of ISD. An application may be removed at any time if there is significant reason to think it is causing a security breach or spreading viruses.
7. Archiving: Each Facebook page will be set up in conjunction with a City e-mail account, which will archive the business content that can send updates via email. Content that cannot be retrieved from Facebook and needs to be retained as a record needs to be printed and maintained according to the records retention policy.

K. INSTAGRAM

1. Instagram is an online photo-sharing and social networking service that enables its users to take pictures, apply digital filters to them, and share them on a variety of social networking services, such as media sites including Facebook or Twitter. When a department determines it has a business need for an Instagram account, it will submit a request to the Web & Applications Section of ISD and Director of Communications & Community Relations.

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2. Comments posted to images will be monitored - Instagram does not provide the option to disable comments. The City reserves the right to remove inappropriate comments including those that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, support or oppose political candidates or ballot propositions, promote illegal activity, promote commercial services or products or are not topically related to the particular posting. Any comments removed must be retained as stated in this policy B.2.a. and B.2.b.
3. Mentioning Users: Mentioning users on Instagram via @username method is only allowed when the user is another governmental agency, state accredited education institution, and media outlet. The @username method can also be used to mention an entity or event that is City sponsored or endorsed.
4. Archiving: The SNAs shall be responsible for archiving Instagram posts. Instagram archives will not be visible to the public, but will be accessible for public document retention purposes.

L. PINTEREST

1. Pinterest is a pinboard-style photo sharing website that allows users to create and manage theme-based image collections such as events, interests, hobbies, and more. Pins can be shared on other social media including Facebook and Twitter. When a department determines it has a business need for an Instagram account, it will submit a request to the Web & Applications Section of ISD and Director of Communications & Community Relations.
2. Comments posted to images will be monitored - Pinterest does not provide the option to disable comments. The City reserves the right to remove inappropriate comments including those that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, support or oppose political candidates or ballot propositions, promote illegal activity, promote commercial services or products or are not topically related to the particular posting. Any comments removed must be retained as stated in this policy B.2.a. and B.2.b.
3. Archiving: The SNAs shall be responsible for archiving Pinterest posts. Pinterest archives will not be visible to the public, but will be accessible for public document retention purposes.

M. YOUTUBE

1. YouTube is a video-sharing website on which users can upload, view and share videos.
2. Comments on YouTube will be turned-off or disabled, but may be allowed on a case-by

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case basis with request from the department and approval from the City's Director of Communications & Community Relations.

3. Archiving: The SNAs shall be responsible for archiving YouTube posts. YouTube archives will not be visible to the public, but will be accessible for public document retention purposes.
4. SNAs may request playlists be created for their own departments, divisions, or campaigns. This request will be processed by the Director of Communications & Community Relations.

N. USE AND EVOLUTION OF SOCIAL MEDIA

Due to the evolving nature of social media outlets, the City of Glendale reserves the right to accommodate its use of different networks when deemed necessary. The aforementioned standard of policies and procedures that apply to the social media platforms shall also apply to all other future social media forms of communications.

O. EXTERNAL LINKING

The policy that applies to third party linking to the city's website also applies to all City of Glendale social media platforms. See Chapter 2, Policy 2-08.