

# CITY OF LOMITA SOCIAL MEDIA POLICY

## Purpose

Social media websites, such as Facebook and Twitter, are changing the way residents communicate and obtain information online. City of Lomita departments may consider using social media tools to disseminate information from and about the City to the broadest possible audience.

The City of Lomita has an overriding interest and expectation in deciding what is “spoken” on behalf of the City on City social media sites. This policy establishes guidelines for the establishment and use by the City of Lomita of social media sites as a means of conveying City information to its citizens.

For purposes of this policy, “social media” is understood to be content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media include, but are not limited to, Facebook, MySpace, RSS, YouTube, Twitter, and Flickr.

## General Policy

1. The establishment and use by any City department of City social media sites are subject to approval by the City Manager or his/her designee.
2. All departmental social media sites shall be established and administered by the department director or his/her designees.
  - a. The designated administrator of the social media site shall monitor content on a daily basis to ensure adherence to the City’s Social Media Policy.
3. City social media sites should make clear that they are maintained by the City of Lomita and that they follow the City’s Social Media Policy.
  - a. Profile images on social media sites shall contain the City logo.
4. The City’s website shall remain the City’s primary and predominant internet presence.
  - a. Wherever possible, content posted to social media sites will also be available on the City’s website or by calling City Hall.
  - b. Wherever possible, content posted to City social media sites should contain links directing users back to the City’s website for more information, forms, or documents.
5. Official Notices. Information posted by the City on social media sites will supplement, and not replace, required notices and standard methods communication.
6. All City social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
7. City social media sites, including a list of subscribers and posted communication, are subject to the California Public Records Act. Content related to City business shall be maintained in an accessible format and so that it can be produced in response to a request.
  - a. Wherever possible, such sites shall clearly indicate that any articles, comments, and any other content posted or submitted for posting are subject to public disclosure.
  - b. All content posted on the site will also be sent to a city email account so that a copy of all messages may be maintained consistent with the Public Records Act.

8. Social media sites will be managed consistent with the Brown Act. Members of the City Council and City Commissions shall not respond to any published messages, or use the site or any form of electronic communication to respond to, blog or engage in serial meetings, or otherwise discuss, deliberate or express opinions on any issue within the subject matter jurisdiction of the body.
9. Employees representing the City government via City social media sites must conduct themselves at all times as a representative of the City and in accordance with all City policies.
10. This Social Media Policy may be revised at any time.

### **Comment Policy**

1. Wherever possible, comments and discussion boards shall be turned off.
2. 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 of Lomita social media site articles and comments containing any of the following forms of content shall not be allowed:
  - a. Comments not topically related to the particular social medium article being commented upon;
  - b. Comments in support of or opposition to political campaigns or ballot measures;
  - c. Profane language or content;
  - d. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
  - e. Sexual content or links to sexual content;
  - f. Solicitations of commerce;
  - g. Conduct or encouragement of illegal activity;
  - h. Information that may tend to compromise the safety or security of the public or public systems; or
  - i. Content that violates a legal ownership interest of any other party.
3. The guidelines outlining prohibited forms of content must be displayed to users or made available by hyperlink.
4. The City reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law. Any content removed based on these guidelines must be retained for a reasonable period of time, including the time, date and identity of the poster, when available.
5. A comment posted by a member of the public on any City social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the City, nor do such comments necessarily reflect the opinions or policies of the City.
6. The City reserves the right to deny access to City of Lomita social media sites for any individual, who violates the City's Social Media Policy, at any time and without prior notice.