

City of Agoura Hills Social Media Policy

Purpose

The purpose of this policy is to address the quickly growing and changing landscape of the Internet, which also covers the use of Social Media or “Web 2.0.” These changes have affected the means in which residents communicate and obtain information online. Departments within the City of Agoura Hills may consider using social media tools to reach a broader audience. The City encourages the use of social media outlets to further the goals of the City and the objectives of its departments, where appropriate.

General Information

The City of Agoura Hills 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.

All City of Agoura Hills social media sites posted will be done so only with the approval of the City Manager or his or her designee.

The City of Agoura Hills website (www.ci.agoura-hills.ca.us) will remain the City’s primary and predominant internet presence.

The best and most appropriate City of Agoura Hills use of social media tools falls generally into two categories: 1) Methods for disseminating time-sensitive information as quickly as possible (*e.g.*, emergency information); and 2) Marketing/promotional outlets which increase the City’s ability to broadcast its messages to the widest possible audience.

Policy

1. Any official City of Agoura Hills participation on social media sites or services is considered an extension of the City’s Public Information program and is governed by the City of Agoura Hills’ Telecommunications Policy, which is contained in the City of Agoura Hills Personnel Rules and Regulations.
2. The City Manager or his or her designee will review department requests to contribute to social media sites and has the sole authority to establish and/or terminate City social media accounts and pages.
3. The City Manager shall designate a Public Information Officer, who will manage and oversee all content on each social media site to ensure adherence to the Social Media Policy, including appropriate use, message and branding that is consistent with the goals and objectives of the City of Agoura Hills.

4. Those designated to use social media are responsible for complying with applicable federal, state, and county laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright, records retention, Freedom of Information Act, First Amendment, privacy laws, acceptable use of City owned or controlled digital equipment, Internet access, and information security policies established by the City of Agoura Hills.
5. Wherever possible, content posted to City of Agoura Hills social media sites will also be available on the City's main website. Content posted on City of Agoura Hills social media sites should contain links directing users back to the City's official website for in-depth information, forms, documents, or online services necessary to conduct business with the City.
6. Those designated and authorized to utilize social media sites do so under the premise that they are representing the City of Agoura Hills via social media outlets and must conduct themselves at all times as representatives of the City of Agoura Hills. This includes any usage outside of the workplace.
7. Information posted to the City of Agoura Hills social media sites becomes public information and there should be no expectation of privacy in regards to the information posted on these social media outlets.
8. Violation of these standards may result in the removal of City pages from the social media outlets and may cause disciplinary action to be taken as determined by the City Manager and/or his/her designee in compliance with the City's Personnel Rules and Regulations.
9. All City of Agoura Hills social media sites shall clearly indicate that they are maintained by the City and shall prominently display City contact information. Branding the City's social media pages as "the official site of the City of Agoura Hills" is required. All City-maintained social media pages shall include the official City seal and the following language: "This is the official (Facebook, Twitter YouTube, etc.) page for the City of Agoura Hills, Department Name, California."
10. Where possible, City social media sites shall clearly indicate that content posted or submitted for posting on the site is subject to public disclosure. The following language should be clearly visible on the wall page: "The City of Agoura Hills's page is to provide general public information only. Should you require a response from the City of Agoura Hills or wish to request City services, you must go to [insert name of City website, if appropriate or call the City at [(818_xyz-wxyz)]. This site is intended to serve as a vehicle for communication between the public and the City of Agoura Hills. Any comments submitted to this page are public records subject to disclosure under California and federal law."

11. All information posted to social media sites on the City's behalf must:
 - a. Present the City in a positive light and a professional manner;
 - b. Contain information that is freely available to the public and not be confidential as defined by any City policy or state or federal law;
 - c. Not contain any personal information except the names of employees whose job duties include being available for contact by the public;
 - d. Comply with any current or future local, state, and federal laws.

12. Comments containing any of the following inappropriate forms of content shall not be permitted on City of Agoura Hills social media sites and are subject to removal or restriction by the Public Information Officer or his or her designee:
 - a. Comments unrelated to the original topic or article;
 - b. Comments in support of, or in opposition to any political campaigns or ballot measures;
 - c. Profane, obscene or pornographic language or content or links to such language or content;
 - d. Solicitations of commerce, including but not limited to advertising of any business or product for sale;
 - e. Conduct or encouragement of illegal activity;
 - f. Any information that is illegal or that might compromise the safety or security of the public or public systems;
 - g. Content that violates a legal ownership interest, such as a copyright, of another party;
 - h. Defamatory or personal attacks;
 - i. Threats to any person or organization;
 - j. Conduct that violates any federal, state or local law;
 - k. Content that promotes, fosters, or perpetuates discrimination on the basis of race, color, creed, sex, age, national origin or ancestry, physical or mental disability, veteran status, parentage, marital status, medical condition, sexual identity, sexual orientation, as well as any other category protected by federal, state, or local laws.

13. Comments on topics or issues not within the jurisdictional purview of the City of Agoura Hills are subject to removal.

14. If comments are positive or negative and in the context to the topic at hand, then the content should be allowed to remain, regardless of whether it is favorable or unfavorable to the City of Agoura Hills.

15. A comment posted by a member of the public on any City of Agoura Hills 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 of Agoura Hills, nor do such comments necessarily reflect the opinions or policies of the City of Agoura Hills.
16. The City of Agoura Hills reserves the right to deny access to City of Agoura Hills social media sites for any individual who violates the City of Agoura Hills's Social Media Policy, at any time and without prior notice.
17. The City Manager or his or her designee shall maintain a list of all City of Agoura Hills social media sites, including login and password information, to allow for the immediate alteration or removal of content that is inappropriate or inconsistent with City policy.
18. Employees administering a social media site on behalf of the City of Agoura Hills are expected to understand the current terms of service for that site.
19. The City of Agoura Hills reserves the right to restrict or remove any content that is deemed to be in violation of this social media policy or any applicable law.
20. The website must provide a mechanism for the employee to remove posts that violate City policy
21. The City Manager or his or her designee retains the sole authority to post and remove information from the social media outlets.