

Section 1: PURPOSE STATEMENT

The City of Manteca (City) understands the importance of social media in correlation to the communication with the public. The City wants to convey public information such as the City's mission, current issues, activities, meetings, and anything else that the City feels is imperative to add through the current social media sources.

This policy is intended to address matters associated with employee use of social media sites and to provide guidelines for the regulation and balance of employee speech and expression with the legitimate needs of the City. Nothing in this policy is intended to prohibit or infringe upon anyone's speech or expression, which has been clearly established as protected or privileged.

Even though social media sites such as Facebook are privately owned, for purposes of this City policy all official City social media sites are considered to be an extension of the City's computer network. Accordingly, employee activities on official City social media sites are responsible for complying with all applicable federal, state, and local laws, regulations, and all relevant City and departmental policies, procedures and standards.

This policy applies to all forms of communication including but not limited to film, video, print media, use of all Internet services, including the World Wide Web, email, news services, social networking, social media, instant messaging, blogs, forums, wikis, and other file sharing sites.

Section 2: DEFINITIONS

For purposes of administering this policy, the following words and phrases are defined:

- 2.a. Administrator: Person(s) responsible for establishing social media sites and setting the parameters in which the sites are operated. This function is to be designated by the City Manager.
- 2.b. Collaboration Tools: The set of Internet-based tools that may or may not incorporate elements of social media in its delivery process, such as GoogleDocs®, Doodle® and Sign Up Genius®. Collaboration tools provide Publishers a mechanism to manage Internet-based conversations among a small, defined and invited audience for a specific purpose and for a specified timeframe.
- 2.c. Comment: User-submitted response to post(s) by a Publisher and/or Users.
- 2.d. Conversation: The thread of comments related to a topic posted by Publishers and/or Users on official City social media site(s). Due to the dynamic nature of social media, this conversation may expand to social media sites not maintained or controlled by the City.

- 2.e. Post(s): Information, text messages, pictures, videos, or any other form of content that a Publisher puts onto a site, including links to and re-posting of content that may also be viewable elsewhere on the Internet.
- 2.f. Publisher: Person(s) responsible for the day-to-day posting of content to a specific social media site and monitoring of content on that social media site. Publishers are persons designated by the Department Managers who have completed required training pursuant to this policy and approved by the City Manager.
- 2.g. Social Media: The set of Internet-based tools that include message boards, blogs, conversation pages, content communities, social networking, virtual games, and other forms of online discussion, such as Facebook©, YouTube©, Twitter©, Pinterest© and Instagram©. Because the number of social media sites available to the public continues to evolve, the absence of an explicit reference in this policy to a specific social media site does not limit the extent of the application of this policy.
- 2.h. User(s): Is/Are the individual(s) interacting with the social media site.

Section 3: POLICY

- 3.a. The City's official website at <http://www.ci.manteca.ca.us> (or any domain owned by the City) will remain the City's primary means of internet communication to deliver electronic information to members of the public. Social media shall be deployed to provide only alternate or additional communication channels.
- 3.b. The establishment of City social media sites is subject to approval by the City Manager or the City Manager's designee. Upon approval, City social media sites shall bear the name and/or official seal or logo of the City.
- 3.c. All content on City social media sites shall be reviewed, approved, and posted by the City Manager's Office or city department designee.
- 3.d. The City Manager's Office shall monitor content on City social media sites and may remove or edit content to ensure adherence to both the City's Social Media Policy and the interest and goals of the City.
- 3.e. City social media sites shall clearly state that such sites are maintained by the City and that the sites comply with the City's Social Media Policy.
- 3.f. City social media sites shall link back to the City's official website for forms, documents, online services and other information necessary to conduct business with the City.
- 3.g. The City shall use social media sites as consistently as possible and in conjunction with other established City communication tools.

- 3.h. City social media sites shall be managed consistent with the State of California's Ralph M. Brown Act. Members of the City Council and City Commissions shall not respond to any published postings, 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.
- 3.i. The City reserves the right to terminate any City social media site at any time without notice.
- 3.j. City social media sites shall comply with usage rules and regulations required by the site provider, including privacy policies.
- 3.k. The City's Social Media Policy shall be displayed to users or made available by hyperlink.
- 3.l. All City social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
- 3.m. City social media sites are subject to the California Public Records Act. 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 content on the City's social media sites are electronically archived, and the archives retained in accordance with the City's document retention policy.
- 3.n. Employees representing the City on City social media sites shall conduct themselves at all times as a professional representative of the City and in accordance with all City policies.
- 3.o. All City social media sites shall utilize authorized City contact information for account set-up, monitoring and access. The use of personal email accounts by any City employee is not allowed for the purpose of setting-up, monitoring, or accessing a City social media site.
- 3.p. City social media sites may contain content, including but not limited to, advertisements or hyperlinks over which the City has no control. The City does not endorse any hyperlink or advertisement placed on City social media sites by the social media site's owners, vendors, or partners.
- 3.q. The City reserves the right to administratively change, modify, or amend all or part of this policy at any time.
- 3.r. The City will endeavor to use on-duty personnel whenever possible for posting to social media. In the event an off-duty, non-exempt personnel are directed by their

Department Head to post after hours overtime provisions within the applicable Memorandum of Understanding must be followed.

Section 4: CONTENT GUIDELINES

- 4.a. To avoid any perception that the City endorses or provides favorable treatment to any private person or business enterprise, no corporate or commercial logos or direct links to vendor sites are allowed. Consistent with the foregoing policy, it is the City's policy to limit social media posts to the following kinds of entities and organizations:
- i. Information directly related to City of Manteca operations, events and programs.
 - ii. Chamber of commerce and/or Visitors Bureau;
 - iii. Other governmental agencies;
 - iv. Hospitals;
 - v. Museums, libraries, historical organizations and similar kinds of established organizations that provide cultural resources to residents and visitors of the City;
 - vi. Public and private, educational institutions as defined in Education Code § 210.1, or as described in Education Code § 66010(a) and (b), located within San Joaquin or Stanislaus Counties;
 - vii. Entities and organizations whose primary purpose is to provide the location, telephone number and/or description of tourism events in the City of Manteca.
 - viii. Public Utilities (e.g. P.G. &E., Comcast, Verizon)
 - ix. Entities that the City has an existing formal, contractual relationship with through direct funding, or co-partnership on programs.
 - x. Non-profit organizations (groups that have obtained 501(c)3 status as a charitable group.
- 4.b. The City shall have full permission or legal rights to any content posted by the City, including photographs and videos. Departments are responsible for maintaining files that demonstrate such permissions.

- 4.c. Any employee authorized to post items on any of the City's social media sites shall review, be familiar with, and comply with the social media site's use policies and terms and conditions.
- 4.d. Any employee authorized to post items on any of the City's social media sites shall not express his or her own personal views or concerns through such postings. Instead, postings on any of the City's social media sites by an authorized City employee shall only reflect the views of the City.
- 4.e. Postings must contain information that is freely available to the public and not be confidential as defined by any City policy or state or federal law;
- 4.f. Postings may NOT contain any personal information, except for the names of employees whose job duties include being available for contact by the public;
- 4.g. Postings to City social media sites shall NOT contain any of the following:
 - i. Comments that are not topically related to the particular posting being commented upon;
 - ii. Comments in support of, or opposition to, political campaigns, candidates 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, marital status, or status with regard to public assistance, national origin, physical or mental disability or sexual orientation, as well as any other category protected by federal, state, or local laws;
 - 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.
- 4.h. These guidelines shall be displayed to users or made available by hyperlink on all City social media sites. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster, when available.

- 4.i. The City reserves the right to implement or remove any functionality of its social media site, when deemed appropriate by the City Manager's Office. This includes, but is not limited to, information, articles, pictures, videos or any other form of communication that is posted on a City social media site.
- 4.j. Except as expressly provided in this Policy, accessing any social media site shall comply with all applicable City policies pertaining to communications and the use of the internet by employees, including e-mail content.

Section 5: PERSONAL USE

The following is the City's social media policy as it relates to the personal use of social media by City employees. Nothing in this policy shall be construed as a waiver or limitation by the City of its right to regulate its employees' off-duty speech when it is otherwise authorized to do so under California and/or U.S. Constitutions, regulation, statute, and/or decisional law. Additionally, the personal use of social media does not include off-duty statements made as part of the employee's regular job duties.

- 5.a. Strive for accuracy. Never post any information or rumors that you know to be false about the City, your co-workers, City clients, or people working on behalf of the City.
- 5.b. Do not disclose information that may violate City, client, or employee rights. For example, do not disclose another individual's address, phone number, medical information, financial information in a manner that violates that person's rights.
- 5.c. If you publish a blog or post online related to the work you do or subjects associated with the City, employees are encouraged to make it clear they are not speaking on behalf of the City. It is best to include a disclaimer such as "The postings on this site are my own and do not reflect the views of the City of Manteca."

Section 6: SOCIAL MEDIA COMMENT POLICY

The official City of Manteca Facebook page was created to inform the public about the latest news, activities, programs, projects, and events happening in the City and is intended to serve as a means of communication between the City and the public. Comments posted to this site will be monitored during regular City business hours only. This site shall not contain any of the following, and the City reserves the right to remove comments containing any of the following elements as soon as possible:

- Comments that are not topically related to the particular posting being commented upon;
- Profane language or content;

- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, national origin, physical or mental disability or sexual orientation;
- Sexual content or links to sexual content;
- Content that threatens or defames any person or organization;
- Comments in support of or opposition to political campaigns or ballot measures;
- Content that solicits or promotes commercial services or products;
- Content that engages in or encourages illegal activity;
- Information that may compromise the safety or security of the public, public systems, or employees; or
- Content that violates a legal ownership interest of another party.

Notwithstanding the foregoing, the City is not obligated to take such actions, and the City disclaims any and all responsibility and liability for materials that the City deems inappropriate for posting which cannot be removed in an expeditious and otherwise timely manner.

A comment posted by a member of the public on this site is the opinion of the commentator or poster only, and the posting 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. The City neither guarantees the authenticity, accuracy, appropriateness nor security of external links, websites, or content linked thereto. Any content posted to this site is subject to public disclosure.

Section 7: EXCEPTION

City employees using social media in an authorized investigative or covert capacity - for a purpose other than output for public relations or community engagement (such as law enforcement) – shall not be limited by this policy, and shall be governed by internal department or division policy for that investigative or covert effort.

Section 8: ADVERSE ACTION

Failure to Comply: Failure to comply with this policy may result in disciplinary action as established in the City's Rules and Regulations and Policy's and Procedures.