

# **CITY OF INGLEWOOD**

## **SOCIAL MEDIA POLICY**

### **1. Purpose**

The City of Inglewood (“City”) establishes this Social Media Policy to serve as guidelines for the establishment and use of City social media sites by its officials, employees, agents and other authorized individuals (collectively “Public Official”).

The City’s goal is to use social media sites, such as Facebook, Twitter, Instagram, Youtube, etc., to distribute information to the public about City events and services in order to foster community engagement and civic participation. Accordingly, the City has a substantial interest in protecting the integrity of its social media sites and any content posted on such sites.

### **2. General Policy**

- 2.1 The City’s official website [www.cityofinglewood.org](http://www.cityofinglewood.org) is the City’s primary means of internet communication.
- 2.2 The establishment of any City social media site is subject to approval by the City Manager or his/her designee (collectively “Video and Social Media Manager”). All City approved social media sites shall contain the name and/or official seal of the City.
- 2.3 The Social Media Manager shall review and approve all content posted on City social media sites, and monitor the sites to ensure compliance with this Policy.
- 2.4 City social media sites shall include a hyperlink to the City’s official website where forms, documents, online services and other information necessary to conduct business with the City may be obtained.
- 2.5 City social media sites shall be maintained in conformance with the Brown Act. Members of the City Council, Commissions and/or Boards shall not respond to, “like”, “share”, retweet or otherwise participate in 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.

- 2.6 The City reserves the right to terminate any City social media site without notice at any time.
- 2.7 City social media sites shall comply with all applicable federal, state and local laws, regulations and policies.
- 2.8 This policy shall be displayed or accessible via hyperlink on the City's main website.
- 2.9 City social media sites are subject to the California Public Records Act. Content maintained on any City social media site that is related to City business, including a list of subscribers, posted communication, and comments submitted and/or rejected for posting, may be a public record subject to disclosure. For Public Records Act requests, please contact the City Clerk's office directly.
- 2.10 Persons representing the City on City social media sites shall conduct themselves in a professional manner at all times and in accordance with all applicable City policies.
- 2.11 All City social media sites shall use authorized City contact information for account set-up, monitoring and access. All account access information shall be provided to the Social Media Manager. The use of personal email accounts or phone numbers by any City representative is not allowed for the purpose of setting-up, monitoring, or accessing a City social media site.
- 2.12 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.
- 2.13 The City reserves the right to change all or part of this policy at any time.
- 2.14 Any Public Official authorized to post items on any of the City's social media sites shall review and comply with the City's Social Media Policy.
- 2.15 Any Public Official authorized to post items on any of the City's social media sites shall review and comply with the social media sites "Terms of Use".
- 2.16 Any Public Official authorized to post items on any of the City's social media sites who violates the social media policy will be subjected to disciplinary action.

### **3. Content Policy**

- 3.1 The content of City social media sites shall only pertain to City-sponsored or City-endorsed programs, services, and events. Comments or posts containing any of the following content shall not be allowed and are subject to removal:
- a. Comments not topically related to the original post or unrelated to the business of the City;
  - b. Violent, profane, obscene or sexual content;
  - c. Comments in support of, or opposition to, political campaigns, candidates or ballot measures;
  - d. Content that promotes, fosters, or perpetuates discrimination on the basis race, creed, color, age, religion, marital status, gender, gender identity, national origin, physical or mental disability, sexual orientation, or any other category protected by federal, state or local laws;
  - e. Conduct or encouragement of illegal activity;
  - f. Information that may tend to compromise the safety or security of the public or public systems;
  - g. Content that violates a legal ownership interest, such as a copyright, of any party;
  - h. Solicitation of commerce;
  - i. Content that encourages alcohol consumption or the use of drugs;
  - j. Content that violates another person's right to privacy.
- 3.2 The City shall have full permission or rights to any content posted by the City, including photographs and videos.
- 3.3 Postings must contain information that is freely available to the public and not confidential as defined by any City policy or state or federal law.
- 3.4 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.

- 3.5 The City reserves the right to implement or remove any functionality of its social media sites, when deemed appropriate by the Social Media Manager, including the ability of users to post comments.
- 3.6 Each type of social media maintains a “Terms of Use” agreement. All comments posted on any City social media site are bound by these Terms of Use and the City reserves the right to report any user violation.
- 3.7 Any employee authorized to post items on any of the City’s social media sites shall not express his or her personal views or concerns through such postings. Instead, postings on any of the City’s social media sites by an authorized City Public Official shall only reflect the views of the City.
- 3.8 When a Public Official responds to a comment, in his or her capacity as a City representative, the Public Official shall provide their name and job title. The Public Official shall not share their personal information or the personal information of any other Public Official.
- 3.9 Users commenting on City Social Media Sites should be aware that the City does not monitor the sites on a 24-hour 7-day basis. Furthermore, the City does not intend to use the Social Media Sites for the conduct of official City business. Any person requiring a response from City staff for non-emergency matters should contact the appropriate City Department. The phone numbers for each department are available online at [www.cityofinglewood.org](http://www.cityofinglewood.org).

Any person requiring emergency services should call 911.