



Approved By: Garrett Evans,  
City Manager

**Subject:** Social Media Policy

## 1. PURPOSE

The City of Pittsburg (“City”) recognizes the importance of social media in communicating with the public. To address the continuously evolving way residents and businesses obtain information about the City online, City Departments may consider using social media sites and related tools to reach a broader audience. The City encourages the use of social media to further the goals of the City and the missions of its Departments and Divisions, where appropriate.

The City has an overriding interest and expectation in deciding what is “announced” or “spoken” on behalf of the City on social media in order to protect the integrity of information posted and the content that is attributed to the City and its officials. This policy establishes internal procedures for the use of social media, and applies to elected and appointed officials, employees, volunteers, contractors, and/or any other representatives acting on behalf of the City or any City Departments and Divisions. This policy does not establish employee guidelines pertaining to personal use of personal social media accounts.

## 2. DEFINITIONS

Social media, for the purposes of this policy, is defined as Internet-based media that contains a participatory element that allows people to generate, organize, share, edit, and comment on web content (regardless of whether the author is allowed to make interaction optional). Examples of social media sites include, but are not limited to, Facebook, Instagram, YouTube, Twitter, LinkedIn and Nextdoor.

## 3. GENERAL

- 2.1 In establishing social media accounts and sites at the direction and on behalf of the City and/or its Departments or Divisions, users are required to agree to the terms and conditions of the host, effectively creating a contract between the host and the City. All social media accounts and sites opened by Departments and/or Divisions are subject to approval by the City Manager.

- 2.2 The City’s website (currently found at: <http://www.ci.pittsburg.ca.us>) is the Official Website, and the City’s primary and predominant Internet presence.
- 2.3 The most appropriate uses of social media tools are as informational channels to increase the City’s ability to broadcast its message(s) to the widest possible audience.
- 2.4 Whenever possible and to the extent feasible, social media site(s) will be integrated with City’s Official Website.
- 2.5 When applicable, and whenever possible, content posted to the City’s social media sites shall contain hyperlinks directing users to the City’s Official Website for access to additional information, forms, documents, or online services.
- 2.6 The City’s social media accounts and sites shall comply with the City’s conflict of interest code and applicable ethics rules and policies.
- 2.7 The City’s social media accounts and sites shall comply with all other appropriate City policies and procedures.
- 2.8 Social media accounts and sites shall not be the primary tool for disseminating emergency information. The City Manager shall determine the primary tool for this function.

### **3. ACCOUNT ADMINISTRATION**

- 3.1 All new social media sites, accounts, or other tools proposed for City use shall be approved by the City Manager’s Office.
- 3.2 The City Manager’s Office shall maintain a list of social media sites and tools which are approved for use by City Departments and staff.
- 3.3 Department Heads shall maintain lists of social media accounts and sites set up by staff members, including login and password information. The information shall be kept on file by the City Clerk’s Office and provided upon request by the City Manager’s Office.
  - 3.3.1 The social media page administrator(s) shall be approved by the City Manager or their designee. The social media page administrator(s) must be able to immediately add, hide, or edit content from all City-operated social media accounts and sites, including but not limited to access in a crisis situation.

#### **4. CONTENT STANDARDS**

- 4.1 Where the host social media site does not provide a page or post template of its own, the City's social media pages, posts, and accounts shall be generally consistent the layout of text, photos, and links found on the City's Official Website and authorized print materials.
- 4.2 Content, to the maximum extent possible, should mirror information presented on the City's website. The Department Head or their designee shall ensure that information is posted correctly.
- 4.3 Page administrators may add photographs, videos, and audio files as appropriate. If there are postings of photographs, videos, and/or audio recordings of the public, staff shall secure signed waivers from individuals depicted in any photographs and/or videos and/or heard in any audio recordings, unless the photographs, videos, or recordings were taken during a public event when no reasonable expectation of privacy exists. Photographs, videos, and audio recordings of City employees taken during regular office hours or during sanctioned City events for which the City employee is serving in their capacity as an employee of the City, and with the knowledge of the employee, may be posted without obtaining waivers.
  - 4.3.1 Page administrators shall secure written consent from the author or owner of any photograph, video, or audio recording not produced or purchased by the City.
  - 4.3.2 Page administrators do not have to secure written consent from the author of photographs, videos, or audio recordings taken by a professional photographer or videographer hired by the City for this purpose, or any media which is under a Creative Commons license.
  - 4.3.3 Copyrighted material purchased from a third-party vendor which does not expressly authorize its reuse or reproduction for commercial and/or advertising purposes shall not be used without the express written consent of the copyright holder. This includes, but is not limited to, music downloaded from online stores such as iTunes, Google Play, or Amazon Music.

- 4.4 Public comments may be allowed only if the City performs regular monitoring of the content. Any City-maintained social media page which accepts posts from the public shall include the following disclaimer:

*“This is an official City of Pittsburg [Twitter, Facebook page, Instagram, Nextdoor, etc.] account. The purpose of this site is to provide information to the community.*

*Any content submitted to this page may be subject to public disclosure upon request. Please note this is not a public forum. This site is not the primary method of communication with the City, and any notices or requests regarding the City must be made by traditional methods of notification recognized by the City. No comments or posts on this site will be construed as providing notice to the City of any claim, deficiency, dangerous condition, request for records, or otherwise.*

*Any post or comment containing any of the following shall not be allowed and may be removed as soon as possible:*

- *Comments not topically related*
- *Comments in support of or opposition to political campaigns or ballot measures*
- *Sexual content or links to sexual content*
- *Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, sexual orientation, national origin, or physical or mental disability.*
- *Solicitations of commerce*
- *Content that threatens or defames a person*
- *Content that violates the legal ownership interest of another party*
- *Information that may compromise the safety or security of the public or public systems*
- *Content that encourages illegal activity*
- *Content that communicates private, personal information without the person’s consent*
- *Content that contains information about ongoing crime investigation(s) and content about a crime scene*

*The City disclaims responsibility and liability for any materials the City deems inappropriate for posting that cannot be removed in an expeditious manner.*

*Comments on this site do not reflect the City’s official position. The City’s Social Media Policy may be found at [www.ci.pittsburg.ca.us](http://www.ci.pittsburg.ca.us). The Social Media Policy may be revised at any time.”*

## **5. MONITORING OF CONTENT**

5.1 Users and visitors to the City’s social media sites shall be notified that the intended purpose of the site is to serve as a means of communication between City Departments and members of the public. Posts, and comments containing any of the following forms of content shall not be allowed and shall be hidden as soon as possible from the City’s social media site:

- 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.
- Sexual content or links to sexual content.
- Solicitations of commerce.
- Conduct or encouragement of illegal activity.
- Information that may compromise the safety or security of the public or public systems.
- Content that violates legal ownership interest of any other party.
- Content containing information about ongoing crime investigation(s) and content about a crime scene.

## **6. RETENTION OF RECORDS**

6.1 The City’s social media sites are subject to the California Public Records Act and California Constitution Article 1 Section 3. Any content maintained in a social media format that is related to City business, including lists of subscribers, city postings, and public comments (with certain exceptions consistent with law), is a public record.

6.2 Retention of Records: City social media content that constitutes public records shall be maintained in compliance with the City records retention schedule.