



City of Orinda

ADMINISTRATIVE REGULATIONS SOCIAL MEDIA POLICY

PURPOSE

This Policy establishes guidelines for both the City of Orinda ("City") and the public users of the City's Social Media Accounts. The City maintains a Social Media presence to communicate with the public in a direct and meaningful way and is intended to be a benefit to both the City and City Social Media Account Users. The City has a strong interest and expectation in ensuring accuracy, relevance and civility related to the information posted on its Social Media. To maintain this interest, this policy sets forth social media engagement guidelines, as well as stipulates the types of communications that are disallowed on City Social Media Accounts.

DEFINITIONS

"Elected/appointed City Officials" means City Council Members and people appointed by the Council to serve on an advisory body (e.g., commission, committee, task force).

"Social Media" means publicly accessible technologies used to publish and/or share information using the Internet. Examples of social media include: Facebook, YouTube, Twitter, LinkedIn, Instagram, Pinterest, Nixle, Nextdoor, blogs and OpenGov.

"City Social Media Account" means an account on social media authorized by the City as described in this policy.

"Post" means the addition of information of any kind (e.g., text, links, photos, videos) to social media.

"Public Comment" means a post made in connection with a City Social Media Account by anyone other than an authorized member of City staff.

“User” means any entity interacting with a City Social Media Account via Public Comment.

“Limited Public Forum” means a public forum that is moderated and limited to certain types of speech by the government.

GUIDELINES FOR PUBLIC ENGAGEMENT

City Social Media Accounts shall be limited public forums moderated by staff.

All Public Comments should remain pertinent to the topic of each post. Civility is expected. City staff will make every effort to respond to questions and concerns in a timely manner.

Public Comments containing any of the following content are deemed inappropriate by the City and shall not be permitted in connection with a City Social Media Account. Posts containing such content are subject to removal and/or restriction by the City:

1. Content unrelated to the City and/or not directly related to the topic of discussion
2. Violent, pornographic or explicit content
3. Content promoting discrimination on the basis of race, creed, color, age, religion, sexual orientation, gender, national origin or any other protected class
4. Content threatening any person or entity with violence
5. Solicitations of commerce, including but not limited to advertising of any business or product for sale
6. Violations of any law and/or promotion of illegal activity
7. Content compromising public safety or security
8. Content supporting or opposing any political candidate or campaign, including ballot measures
9. Content containing profane language
10. Private or personal information posted without consent
11. Potentially libelous information
12. Reproduced or borrowed content that reasonably appears to violate third party rights, intellectual property rights, copyright law or trademark law
13. Content that poses a threat to the City's technology system or its security

City staff shall obtain authorization from the City Manager, in consultation with the City Attorney, before removing and/or restricting Public Comment based on these guidelines. Any Public Comment removed based on these guidelines shall be retained in a manner consistent with the City's document retention policy.

Any Public Comment posted in connection with a City Social Media Account is solely representative of the opinion of the person or entity who posted the content. The presence of that content in connection with a City Social Media Account shall in no way imply City endorsement of, or agreement with, the content.

NO LIABILITY/GUARANTEES

The City operates its Social Media Accounts as a public service to provide information about the City. The City assumes no liability for any inaccuracies its Social Media Accounts may contain and does not guarantee its Social Media Accounts will be uninterrupted, permanent or error-free. All users of Social Media should review and understand all applicable privacy and other policies, including those established by third parties.

DISCLOSURE

This policy shall be available on the City's website, on the City's Social Media profiles and from the City Clerk.

RECORDS

All posts associated with City Social Media Accounts shall be treated as public records subject to public disclosure under the California Public Records Act. City staff should consult with the City Clerk and City Attorney for guidance regarding current requirements governing records retention and disclosure.

REVISIONS

This policy may be revised by the City Manager at any time.

Approved By: *David Gys* Date: 3/10/2022

