



SOCIAL MEDIA POLICY

1. Purpose

The purpose of this policy is to establish guidelines for the use and management of official City social media accounts. The City uses social media to share information with the public regarding City services, programs, events, emergency information, and community engagement opportunities.

City social media accounts are intended to provide additional public information and do not replace official City notices, agenda postings, or other legally required communications.

2. Scope

This policy applies to:

- All City departments;
- All official City social media accounts;
- Any person authorized to post on behalf of the City.

This policy does not govern personal social media accounts unless an individual is conducting City business, or otherwise representing themselves as speaking on behalf of the City, on their personal social media account.

3. Definitions

Official City Social Media Account

Any social media account created, maintained, or authorized by the City or any City department for official City business.

Social Media

Websites and applications that allow users to create and share content or participate in social networking, including but not limited to:

- Facebook
- Instagram
- X (Twitter)
- YouTube
- Nextdoor
- LinkedIn
- TikTok



4. Administration of Accounts

4.1 Authorized Accounts

All official City social media accounts are property of the City and must be approved by the City Manager or designee.

Departments must coordinate with the Communications Department or designated communications staff before creating new accounts.

Access credentials must be secured and changed when staff responsibilities change.

Official accounts must remain under City control at all times.

Two-factor authentication shall be used where available.

4.2 Account Management

Each department shall designate authorized employees responsible for:

- Maintaining account security;
- Posting content;
- Monitoring comments when enabled;
- Ensuring compliance with this policy.

4.3 Records Retention

Social media content may constitute a public record and may be retained in accordance with applicable California public records laws and records retention requirements.

5. Appropriate Use

Official City social media accounts may be used to:

- Share City news and announcements;
- Provide emergency and public safety information;
- Promote City programs, services, events, and initiatives;
- Increase community awareness and outreach;
- Share educational information relevant to City operations.

Social media shall not be used:



- For political campaigning;
- For personal gain;
- For publicizing confidential, personal or otherwise exempt records and information;
- For speech that constitutes true threats, harassment, defamatory statements, or unlawful discrimination;
- For commercial advertising;
- To endorse private businesses, products, or services unless part of an approved City partnership, sponsorship, economic development initiatives, community events, or tourism-related activities.

Posts from official City social media accounts shall:

- Be respectful, professional, ethical, and comply with all City policies, local, state, and federal laws.
- Use proper grammar and avoid technical terms or abbreviations unless there is a common understanding of its meaning.
- Ensure the information communicated is accurate and complete. If a mistake is made, it should be disclosed and promptly corrected.
- Be transparent and truthful.

6. Public Comments and Moderation

6.1 Limited Public Forum

Where comments are enabled, City social media pages are intended to serve as limited public forums related to City business. As a result, the City may impose reasonable, viewpoint-neutral restrictions on the time, place, and manner of speech.

The City reserves the right to moderate comments that:

- Contain profanity or obscenity;
- Promote violence or illegal activity;
- Contain discriminatory or hateful speech;
- Include spam or commercial solicitations;
- Share confidential or personal information;
- Violate intellectual property rights;
- Do not concern City business;
- Contain false information that may threaten public safety;
- Duplicate repetitive comments intended to disrupt discussion.

The City will not remove comments solely because they express disagreement with City policy or decisions.



7. Meeting Notices and Brown Act Compliance

7.1 Official Posting Location

Official notices for City Council meetings, public hearings, commissions, committees, special meetings, cancellations, and agendas are posted on the City’s official website under the “Agendas & Minutes” section and at any other locations required by law.

Social media posts regarding meetings are supplemental only and are not legally required notices.

The public should rely on the City website as the official and authoritative source for all meeting-related information.

7.2 Comment Restrictions on Meeting Posts

To support orderly public meeting administration, maintain clear official public comment procedures, and reduce the risk of Brown Act-related concerns, the City may disable comments on posts related to:

- City Council agendas;
- Public hearing notices;
- Meeting cancellations;
- Commission and committee agendas;
- Legislative meeting announcements.

Public comments on agenda items must be submitted through the official channels identified in the posted agenda and during the public meeting.

7.3 Use by Elected and Appointed Officials

Elected officials, commissioners, and committee members are responsible for complying with the Ralph M. Brown Act (Government Code section 54950 et seq.) and other applicable laws when using social media.

8. Disclaimer

The City’s social media accounts are not intended to serve as official public forums for legal notice or formal public comment processes.

Communications made through City social media accounts do not constitute legal or official notice to the City regarding:



- Claims;
- Requests for public records;
- Service requests;
- Legal notices;
- Personnel matters;
- Emergency reporting.

Residents should use official City channels for such communications.