



STAFF REPORT
6/10/2026

TO: Honorable Mayor and City Council Members

PREPARED BY: Jessica Torres, PIO Department Assistant

FROM: Lincoln Bogard, Interim City Manager

SUBJECT: Request for City Council feedback and direction regarding a drafted Social Media Policy

STAFF RECOMMENDATION:

Staff requests that the City Council review the proposed Social Media Policy and provide direction regarding its implementation, administration, and use across official City social media platforms.

BACKGROUND:

The City of Coachella utilizes social media platforms as an additional tool to communicate with residents regarding City services, programs, events, emergency information, public safety messaging, and community engagement opportunities. As the City's digital presence continues to expand, there is a need to establish clear guidelines governing the creation, administration, and use of official City social media accounts.

The proposed Social Media Policy establishes standards for authorized account management, public communication practices, records retention, moderation of public comments, Brown Act compliance, and appropriate use of City-operated social media platforms. The policy is intended to support transparency, consistency, professionalism, and legal compliance across all City departments utilizing social media.

DISCUSSION/ANALYSIS:

The proposed Social Media Policy establishes guidelines for the administration and use of official City social media accounts. The policy addresses the following:

- Account administration, security, and departmental responsibilities;
- Appropriate use of City social media platforms for public information, emergency communications, community outreach, and City announcements;
- Public comment moderation standards consistent with applicable laws and limited public forum requirements; and

- Clarification that official meeting notices and agendas will continue to be posted through legally required channels, with social media serving as a supplemental communication tool. The policy also allows comments on certain meeting-related posts to be limited or disabled when posts are intended to provide official notice or procedural information, while directing the public to the appropriate channels for formal public comment and participation.

The proposed policy is intended to provide consistent standards for City departments utilizing social media while supporting transparency, public information efforts, community engagement, and compliance with applicable laws and regulations.

At this time, staff is seeking City Council feedback regarding the overall policy direction and any additional modifications the City Council may wish to consider prior to formal adoption of the policy. Formal adoption of the Final Social Media Policy will be presented to City Council for consideration at a regularly scheduled City Council meeting after incorporation of Council recommendations and final legal review by the City Attorney.

FISCAL IMPACT:

There is no immediate fiscal impact associated with the proposed Social Media Policy.

ATTACHMENT(S):

1. Proposed Social Media Policy