



CITY OF LOS ALTOS SOCIAL MEDIA POLICY

PURPOSE

The purpose of the City's social media communication is to provide expeditious and consistent information to the Los Altos community about City government, services and activities. By participating in social media, the City can enhance its engagement with the community.

PUBLIC RECORDS ACT COMPLIANCE

There is no expectation of privacy on any of the City's social media sites. All information posted or displayed on any City of Los Altos social media site is subject to the California Public Records Act (CA Government Code §6250 through 6276.48) and Article 1, Section 3 of the California Constitution. Any content held on an official City of Los Altos profile or post related to City business, including subscriber lists and posted information, is deemed a public record. City of Los Altos social media profiles are on public sites and are subject to public disclosure upon request.

CONTENT AND COMMENT GUIDELINES

1. Content posted to City social media sites, including comments, shall not include the following:
 - a. Comments not related to the original topic, including random, unintelligible, or false comments;
 - b. 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;
 - c. Profane language or content;
 - d. Comments in support of, or in opposition to, any political campaigns, candidates, or ballot measures;
 - e. Threats to any person or organization;
 - f. Sexual content or links to sexual content;
 - g. Solicitation of commerce;
 - h. Engagement in, or encouragement of, illegal activity;
 - i. Information that may compromise the safety or security of the public or public systems; or
 - j. Content that violates a legal ownership interest of any other party.
2. The City disclaims any and all responsibility and liability for any materials that the City deems inappropriate for posting, which is not removed in a swift and otherwise timely manner. The City shall not remove any comment or posting by a member of the public that is critical of the City, elected officials, appointed officials and/or staff unless comment or post contains any content prohibited by this policy.
3. A comment posted by a member of the public on any City social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the City of Los Altos, nor do such comments necessarily reflect the opinions or politics of the City of Los Altos.