



City of Needles, California Request for City Council Action

☒ CITY COUNCIL ☐ NPUA

☒ Regular ☐ Special

Meeting Date: May 13, 2025

Title: Adoption of Social Media Policy

Background: The City currently utilizes the Needles Connect app to share information with the public. However, the City seeks to expand its outreach by incorporating additional social media platforms such as Facebook, Instagram, and others to more effectively disseminate information regarding City programs, services, events, and strategic initiatives. Social media has become a vital communication tool for local governments. It enables cities to engage directly with residents, visitors, and stakeholders in real-time. In addition to enhancing transparency and access to information, a well-managed social media presence can support economic development, promote tourism, and improve emergency communication.

For the City of Needles, the use of social media is a key component of our strategy to attract industry, promote community assets, and highlight Needles as a business-friendly destination. Platforms such as Facebook, Instagram, and LinkedIn offer cost-effective ways to showcase economic development opportunities, local events, and City achievements to a broader audience.

The proposed Social Media Policy outlines the purpose, use, and management of City-managed social media accounts. It establishes clear guidelines for employees and elected officials, ensures compliance with the California Public Records Act, Brown Act, and other applicable laws, and provides standards for content management and public interaction.

Key highlights of the policy include:

- Social media accounts will be managed by the City Manager or their designee.
- Posts will be limited to City business and intended for informational purposes only.
- Commenting will be disabled wherever possible; where not feasible, comments must adhere to professional and respectful standards.
- Employees and officials must distinguish personal views from official City communication.
- All posts are subject to public records laws and will be archived accordingly.

The adoption of this policy is essential not only to mitigate risk and protect the City's legal interests but also to formalize how social media can be used as a proactive tool in achieving the City Council's goals.

The implementation of this Social Media Policy is an important step in modernizing the City's communication efforts. It supports transparency, responsible governance, and economic development efforts, while ensuring the City's online presence remains compliant, effective, and aligned with the City Council's strategic priorities.

Fiscal Impact: There is no fiscal impact associated with adopting this policy.

Recommended Action: Provide Staff Direction

Submitted By: Patrick Martinez, City Manager

City Manager Approval: Patrick J. Martinez

Date: 5/9/2025

Other Department Approval (when required): _____

Date: _____

Approved: ☐

Not Approved: ☐

Tabled: ☐

Other: ☐