



City of Needles, California Request for City Council Action

☒ CITY COUNCIL ☐ NPUA

☒ Regular ☐ Special

Meeting Date: May 27, 2025

Title: Resolution No. 2025-26 A Resolution of the City Council of the City of Needles, Adopting Social Media Policy and Procedures

Background: On May 13, 2025, the City Council directed staff to develop a formal Social Media Policy to support the City's communication objectives. The proposed policy establishes a framework for the use, oversight, and content management of City-managed social media accounts. It provides clear standards for employee and elected official conduct, reinforces compliance with the California Public Records Act, Brown Act, and other applicable laws, and ensures public engagement remains professional, respectful, and legally sound.

Key highlights of the policy include:

- All City social media accounts will be managed by the City Manager or their designee.
- Posts will be limited to City-related information, programs, events, and services.
- Comments will be disabled where possible. Where not feasible, comment activity must remain courteous and respectful.
- Employees and officials must clearly distinguish personal opinions from official City communications.
- All content is considered a public record and will be retained and archived in accordance with law.

Adoption of this policy is a critical step in formalizing the City's approach to digital engagement. It helps mitigate legal and reputational risks while supporting the Council's broader goals for transparency, economic development, and public outreach. This effort modernizes the City's communications and aligns its digital presence with professional standards and public expectations.

Fiscal Impact: Staff time associated with managing social media content and responding to public records requests.

Recommended Action: Waive full reading and adopt Resolution No. 2025-26, establishing the City of Needles Social Media Policy and Procedures to provide clear guidelines for employees and elected officials, ensure compliance with applicable laws, and promote effective content management and public interaction.

City Manager Approval: Patrick J. Martinez

Date: 5/22/2025

Other Department Approval (when required): _____

Date: _____

Approved: ☐

Not Approved: ☐

Tabled: ☐

Other: ☐