




POLICY AND PROCEDURE

Subject: Use of Social Media	Index: Human Resources
	Number: 601-8-18
Effective Date: August 19, 2013	Prepared By: Finance & Administrative Services
Supersedes: NA	Approved By: 

1.0 PURPOSE:

1.1 The City of San Clemente will use social media to improve day-to-day and emergency communication with the public, increase transparency, and encourage public participation in the community. This policy is designed to provide a City "presence" on social media sites and to facilitate information exchange about City activities, events, services, specific issues, and news.

2.0 ORGANIZATIONS AFFECTED:

2.1 All City staff and community members and organizations

3.0 REFERENCES: None

4.0 POLICY:

4.1 The role of technology in the 21st century workplace changes rapidly, and the social media communication tools that facilitate interactive information sharing currently include Facebook®, Twitter®, YouTube®, Flickr®, Blogger, LinkedIn®, Pinterest®, and more.

City social media tools should be used in ways that improve communication, maximize transparency, maintain the security of the City's computer network, and are professional.

4.2 Submissions to any City-sponsored social media site:

- Must directly relate to a specific City activity, event, service, issue, or news
- Cannot contain any profanity, erotica or pornography in any form
- Cannot contain any link(s) to any commercial or non-profit entity
- Cannot infringe on any third-party intellectual property rights, copyrights, or trademarks

- Cannot promote commercial entities, causes, products, or any political candidates, issues, or ideologies
- Cannot contain any racial, ethnic, gender, sexual orientation, or any other discriminatory slur(s) or personal attack(s)
- Cannot promote any illegal activity

4.3 Each City department and/or division may designate a staff member to serve as an administrator to “post” City information or news. The Public Information Officer will oversee all social media activity and will maintain a list of designated department/division administrators authorized to “post” City information or news.

4.4. All comments and posts by members of the public on any City-sponsored social media site do not reflect the opinions of the City, its officers, or employees. Any submission or posting is provided to the City on a royalty-free basis for as long as it is on a site.

While a site is administered by the City of San Clemente, the content is not entirely controlled by the City. The City of San Clemente does not endorse any advertisement that may appear on a City site.

5.0 PUBLIC INFORMATION:

5.1 The City of San Clemente has the right at all times to disclose any information to satisfy any applicable law, regulation, legal process or governmental request; and to edit, refuse to post or maintain a post or to remove or to store any information or materials posted on a social media site. All information that appears on a City of San Clemente social media site shall be deemed a public record, which the City of San Clemente will disclose without any prior notice to anyone who placed a post, comment, etc.

5.2 The City of San Clemente does not accept any statutory notice required to be given to the City of San Clemente by any law, regulation or contract on any social media site. All such notices shall be provided and delivered to the City of San Clemente in the manner described by applicable law, regulation or contract. For further information, please contact the San Clemente City Clerk’s Department at 949-361-8200.

6.0 QUESTIONS:

6.1 Anyone who has a question about this policy or a City-sponsored social media site, may contact the City of San Clemente Public Information Officer:

Public Information Officer
100 Avenida Presidio
San Clemente, CA 92672
949-361-8254
SocialMedia@san-clemente.org