



# City of Santa Ana Administrative Policies and Procedures

City Manager's Authorization

Subject

**Social Media Use Policy**

Date

**September 2015**

## A. PURPOSE

This document defines the social networking and social media policy for the City of Santa Ana. To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, The City of Santa Ana departments may consider using social media tools to reach a broader audience. The City of Santa Ana encourages the use of social media to further the goals of the City and the missions of its departments, where appropriate.

The intended purpose behind establishing social media sites for the City of Santa Ana is to disseminate information from the City, about the City, to its citizens. The City of Santa Ana has a prime interest and expectation in deciding what is “spoken” on behalf of the city on social media sites.

## B. DEFINITIONS

1. City- The City of Santa Ana
2. City Manager- the City Manager of the City of Santa Ana, or his/her designee(s).
3. City Social Media Site- A social media site that any City department establishes, manages or maintains, or causes to be established, managed or maintained, on behalf of the City, to serve the public, regardless of whether or not the City owns the servers, equipment, network or software platform on which such site resides.
4. Social Media- Internet-based technology communication tools with a focus on immediacy, interactivity, user participation, and information sharing. These venues include social networking sites, forums, weblogs, online chat sites, and video/ photo posting sites or any other such similar output or format. Examples include Facebook, Twitter, and YouTube.
5. Content- Any information, data, text, music, sound, photographs, graphics, video, messages, or other material posted on a City social media site.

## C. GENERAL POLICY

1. The City's website at [www.santa-ana.org](http://www.santa-ana.org) will remain the City's primary and predominant internet presence. Wherever possible, City social media sites should link back to the City's main website for services, forms, documents or any other information necessary.
2. No City Department may establish a City social media site without prior approval from the City Manager.
3. City social media sites should make clear that they are maintained by the City of Santa Ana and that they follow this social media policy.
4. All City Social Media Sites shall adhere to applicable federal, state and local laws, regulations, and policies.

5. **All City Social Media Sites are subject to the California Public Records Act.** Any content maintained in a Social Media format that is related to city business, including a list of subscribers, posted communication, and communications submitted for posting, may be a public record subject to public disclosure. This requirement may not be changed to exclude social media content.
6. The City reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.
7. All City Social Media Sites shall contain the “Commenting Policy/ Notice” and clearly indicate that any content posted is subject to public disclosure. The City reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law as it applies to comments.

#### D. COMMENTING POLICY/ NOTICE

By its nature, social media sites allow for a participatory, interactive experience, with members of these sites being able to comment or respond to information posted on the City’s behalf. The City of Santa Ana is committed to serving our community in a civil and unbiased manner, to ensure that this commitment is fulfilled, the City has established this comment policy/ notice with regards to comments and content from third parties posted on City social media sites.

1. Comments containing any of the following inappropriate forms of content shall not be permitted on any City of Santa Ana social media sites and are subject to removal and/or restriction
  - Comments not related to the original topic, including random or unintelligible comments;
  - Profane, obscene, violent, sexual, or pornographic content and/or language
  - Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, national origin, status with regard to public assistance, physical or mental disability, or sexual orientation.
  - Libelous, defamatory, or personal attacks or comments
  - Threats of violence or illegal activity to any person or organization.
  - Comments infringing on copyrighted or trademarked material
  - Solicitations of commerce such as advertising of any business or product for sale
  - Comments in support of, or in opposition to, any political candidate, campaign, ballot measure, or proposition
  - Encouragement of illegal activity
  - Information that may tend to compromise the safety or security of the general public
  - Comments containing specific or imminent threats
  - Links leading to any of the above inappropriate forms of content
2. Comments made by individuals who are not employees of the City of Santa Ana are the expressed opinions of those individuals, and the availability of these comments on City social media sites does not imply any endorsement of or agreement to by the City of Santa Ana, nor do these comments necessarily reflect the opinions or policies of the City.
3. The City of Santa Ana reserves the right to deny access to a City social media site to any individual who violates the City’s social media policy and/or commenting policy/ notice without prior notice, at any time.

## E. CODE OF CONDUCT & GUIDELINES FOR CITY EMPLOYEES

1. A copy of this policy will be made available to all City employees. All employees using City social media sites are directed to familiarize themselves with this policy. Employees' use of social media sites for official business is governed by this policy as well as applicable City Rules and Regulations.
2. The City of Santa Ana supports employee use of social media where it is an appropriate and helpful use of public resources during working hours to promote the purposes set forth in section A of this policy.
3. The following guidelines apply to City of Santa Ana employees when posting to personal sites other than the City's social media sites:
  - Confidentiality
    - Do not discuss deliberative process privileged or other City information, including preliminary plans, interim strategies, pending or anticipated litigation, or personal matters
  - Responsibility
    - Employees are personally responsible for the content they publish on wikis, blogs, videos, or any other form of social media. Do not post obscenities, slurs or personal attacks.
    - Do not infringe on copyrights or trademarks. Do not use images or logos without permission and remember to cite the source of information if it is not your own thought or idea.
    - If posting to personal networking or social media sites and speaking about job-related content or about the City of Santa Ana, authors can identify themselves as a City of Santa Ana employee but use a disclaimer to make it clear that the opinions expressed on the site are their own and do not reflect the views of the City.
    - Many social media sites blur the lines between business and personal. Keep this in mind and make sure to have a balance of information that clarifies the author's professional and personal viewpoints.
  - Respect
    - Use common sense when posting on social media sites, remember that what you write is public, may be public for a long time, and may spread to large audiences. Refrain from posting information that you would not want your supervisor or other employees to read or that you would be embarrassed to see in the newspaper or on television.
    - If you see disrespectful opinions, negative comments, or criticism about yourself or the City of Santa Ana and its employees, do not try to have the post removed (unless the post violates this policy or the commenting policy/notice); do not send a reply that may escalate the situation.

Employees who violate this policy may be subject to discipline, up to and including termination of employment.

