

## 1. Purpose

This Social Media Policy (“Policy”) establishes guidelines for the establishment and use by the City of Oxnard (“City”) of social media sites as a means of conveying information to members of the public. As a public entity, the City must abide by certain standards to serve all of its constituents in a civil and unbiased manner.

The intended purpose of City social media sites is to disseminate information from the City about the City’s mission, meetings, activities, and current issues to members of the public.

The City has an overriding interest and expectation in protecting the integrity of the information posted on its social media sites and the content that is attributed to the City and its officials.

The intended purpose of the City’s social media sites is to serve as a mechanism for communication between the City and members of the public. However, these sites are not the primary method of communication with the City, and any notices or requests for City services must be made via official communication methods identified on the City’s website, or by traditional methods of notification recognized by the City, and no comments or posts on these sites will be construed as providing notice to the City of any claim, deficiency, dangerous condition, request, or otherwise.

Any comments or other content posted or submitted to these sites for posting, as well as personal identifying information for the site’s users and visitors, and its list of “followers”, may be public records subject to disclosure pursuant to the California Public Records Act (Cal. Gov. Code § 6250 et seq.).

The City social media sites’ primary page shall also contain contact information for the City and a hyperlink to the City website providing addresses, names, phone numbers, fax numbers, and email addresses of applicable department listings or City staff and methods of making official requests for maintenance or services and notice of the condition of City property or other similar requests.

## 2. Definitions

“Social media sites” means content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the internet.

## CITY OF OXNARD SOCIAL MEDIA POLICY

Examples of social media include, but are not limited to Facebook, Twitter, Instagram, Snapchat, Reddit, Nextdoor, Pinterest, Tumblr, YouTube, LinkedIn, and Flickr.

“City social media sites” means social media sites which the City establishes and maintains, and over which it has control over all postings, except for advertisements or hyperlinks by the social media site’s owners, vendors, or partners. City social media sites shall supplement, and not replace, the City’s required notices and standard methods of communication.

“Posts” or “postings” means information, articles, pictures, videos or any other form of communication posted on a City social media site.

### 3. General Policy

3.1. The City’s official website at [www.oxnard.org](http://www.oxnard.org) (or any domain owned by the City) will remain the City’s primary means of internet communication.

3.2. The establishment of City social media sites is subject to approval by the Manager of Media Relations or his/her designee. Upon approval, City social media sites shall bear the name and/or official logo of the City.

3.3. All content on City social media sites shall be reviewed, approved, and administered by the City’s Communications Manager.

3.4. City social media sites shall clearly state that such sites are maintained by the City and that the sites comply with the City’s Social Media Policy.

3.5. When necessary, City social media sites shall link back to the City’s official website for forms, documents, online services and other information necessary to conduct business with the City.

3.6. The City’s Public Relations and Community Affairs Office shall monitor content on City social media sites to ensure adherence to both the City’s Social Media Policy and the interest and goals of the City.

## CITY OF OXNARD SOCIAL MEDIA POLICY

3.7. City social media sites shall be managed consistent with the Brown Act (California Government Code Section 54950 et seq.). City Council members should take caution in responding to any published postings, or using the City social media sites or any other form of electronic communication to respond to, blog or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the Council because such responses may create a meeting in violation of the Brown Act.

3.8. The City reserves the right to terminate any City social media site at any time without notice.

3.9. City social media sites shall comply with usage rules and regulations required by the site provider, including privacy policies.

3.10. The City's Social Media Policy shall be displayed to users or made available by hyperlink.

3.11. All City social media sites shall adhere to applicable federal, state and local laws, regulations and policies.

3.12. City social media sites are subject to the California Public Records Act. Any content maintained on a City social media site that is related to City business, including a list of subscribers, posted communication, and communication submitted for posting, may be considered a public record and subject to public disclosure. All postings on City social media sites shall be downloaded at the end of each month and maintained on an internal city file to ensure compliance with the California Public Records Act.

3.13. Employees representing the City on City social media sites shall conduct themselves at all times as a professional representative of the City and in accordance with all City policies.

3.14. All City social media sites shall utilize authorized City contact information for account set-up, monitoring and access. The use of personal email accounts or phone numbers by any City employee is not allowed for the purpose of setting-up, monitoring, or accessing a City social media site.

3.15. City social media sites may contain content, including but not limited to, advertisements or hyperlinks over which the City has no control. The City does not endorse any

## CITY OF OXNARD SOCIAL MEDIA POLICY

hyperlink or advertisement placed on City social media sites by the social media site's owners, vendors, or partners.

3.16. The City reserves the right to change, modify, or amend all or part of this policy at any time.

### **4. Content Guidelines**

The content of City social media sites shall only pertain to City-related, City-sponsored, or City-endorsed programs, services and events, and such programs, services and events of other governmental agencies. Content includes, but is not limited to, information, photographs, videos, and hyperlinks.

4.1. Content posted to the City's social media sites must contain hyperlinks directing users back to the City's official website for in-depth information, forms, documents or online services necessary to conduct business with the City, whenever possible.

4.2. The City shall have full permission or rights to any content posted by the City, including photographs and videos.

4.3. Postings shall be made during normal business hours. After-hours or weekend postings shall only be made with approval of the poster's Department Head.

4.4. Any employee authorized to post items on any of the City's social media sites shall review, be familiar with, and comply with the social media site's use policies and terms and conditions.

4.5. Any employee authorized to post items on any of the City's social media sites shall not express his or her own personal views or concerns through such postings. Instead, postings on any of the City's social media sites by an authorized City employee shall only reflect the views of the City.

4.6. Postings must contain information that is freely available to the public and not be confidential as defined by any City policy or state or federal law.

4.7. Postings may NOT contain any personal information, except for the names of employees whose job duties include being available for contact by the public.

## CITY OF OXNARD SOCIAL MEDIA POLICY

4.8. The City disclaims any and all responsibility and liability for any materials that the City deems inappropriate for posting which cannot be removed in an expeditious or otherwise timely manner. The City reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law. Postings or comments to City social media sites shall NOT contain any of the following:

- 4.8.1. Comments not topically related to the particular article or post being commented on;
- 4.8.2. Profane language or content;
- 4.8.3. 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/gender identification, as well as any other category protected by federal, state or local laws;
- 4.8.4. Sexual content or links to sexual content;
- 4.8.5. Solicitations of commerce, including, but not limited to, advertising of any business or product for sale, commercial promotions and spam;
- 4.8.6. Conduct in violation of any federal, state or local law, or encouragement of illegal activity;
- 4.8.7. Information that may tend to compromise the safety or security of the public or public systems;
- 4.8.9. Content that violates a legal ownership interest of any other party.
- 4.8.10. Comments in support of, or opposition to, political campaigns, candidates or ballot measures (this does not apply to educational information or materials provided by the City pertaining to City ballot measures or related Comments in response thereto);
- 4.8.11. Information that may tend to compromise the safety or security of the public or public systems;

## CITY OF OXNARD SOCIAL MEDIA POLICY

- 4.8.12 Content that violates a legal ownership interest of any other party;
- 4.8.13 Potentially libelous comments;
- 4.8.14 Personal attacks, insults, or threatening language;
- 4.8.15 Private or personal information published without consent;
- 4.8.16 Reproduced or borrowed content that reasonably appears to violate third party rights;

4.9. These guidelines shall be displayed to users or made available by hyperlink on all City social media sites. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster, when available.

4.10. The City reserves the right to implement or remove any functionality of its social media site, when deemed appropriate by the Communications Manager or his/her designee. This includes, but is not limited to, information, articles, pictures, videos or any other form of communication that is posted on a City social media site.

4.11. Except as expressly provided in this Policy, accessing any social media site shall comply with all applicable City policies pertaining to communications and the use of the internet by employees, including email content.

4.12 The City reserves the right to restrict or remove any content that it deems, in its sole discretion, to be in violation of this Customer Use Policy, the Administrative Policy, or any other applicable law (including, but not limited to copyright and/or trademark law), to be the intellectual property of any third party, or to pose a threat to the City's technology system or its security.