

# City of San Juan Bautista

## Social Media Policy for City Activities

### Introduction

The City of San Juan Bautista (City) is committed to effective communication with its customers, partners, and other stakeholders. The City recognizes the value of social media in connecting with our community and wishes to expand its online presence through its use as a means of increasing outreach, education, and stimulating public dialogue. This policy is intended to establish ground rules and guidelines for the productive use of social media.

### Purpose

The primary online communication tool for the City is and will continue to be its website: [www.san-juan-bautista.ca.us/](http://www.san-juan-bautista.ca.us/) (currently). To enhance and broaden online communication and interaction, however, the City will eventually establish social media accounts that may include, but not be limited to:

- Facebook
- YouTube
- Nextdoor

### Policy

#### 1. Content

Social media content will support the City's mission and reflects its key messages. It will aid in reaching a broad set of customers and stakeholders to engage them in City issues and activities. Content may include:

- News and updates on City activities, projects, programs, and events
- News and updates on relevant national, state, regional, and local issues
- Announcements of City Council, Planning Commission, and Strategic Planning Committee meetings and available documents
- Invitations to attend public meetings
- Announcements of community events
- Publication of newsletters, reports, and other written material
- Urgent or emergency updates
- Press Releases
- Relevant information from partner agencies or stakeholders

#### 2. Acceptable Use

The City social media sites shall include notification to site users/visitors that the following content will not be allowed on the site:

- a. Comments that are inaccurate, misleading, or off-topic
- b. Comments that makes unsupported accusations

- c. Comments that contain vulgar language or content, personal attacks of any kind, or offensive terms targeting specific groups or individuals
- d. Comments that compromise privacy
- e. Comments that contain sexual content or is obscene
- f. Comments that infringe on copyright or other proprietary rights
- g. Comments that contain spam (irrelevant or inappropriate messages sent on the Internet to a large number of recipients)
- h. Comments that contain partisan political views or views of a political organization
- i. Comments that are commercial endorsements

The City may remove any post that violates this policy. The City may also delete or block participants who do not comply with these guidelines.

### **3. Online Engagement and Social Media Postings**

Given the argumentative nature of most social media discourse, the proliferation of inaccurate and/or fake news, and the amount of staff time required to respond to every comment on social media, the City discourages two-way communication through its social media accounts. The City does, however, encourage anyone with questions and/or comments to contact City Staff directly via telephone or email.

All City social media posts shall:

- Be helpful and add value
- Be transparent

City social media posts should never:

- Be argumentative
- Express positions that have not been explicitly approved by the City Manager and/or City Council

Whenever possible, content posted to social media sites should contain links directing users back to the City's official website for in-depth information, forms, documents, or other online tools/services primarily used to conduct business with the City. Staff shall test hyperlinks and verify information as needed before sharing or re-posting.

Comments and posts from site users/visitors are those of that particular individual and do not reflect the position of the City.

#### **4. Site and Account Management**

The City's social media accounts are to be managed by a member of City staff designated by the City Manager. During regular business hours, staff will update and monitor its social media accounts and be responsible for posting information or responding to comments. The City may also update and monitor during non-regular hours during emergencies or other special circumstances, at its discretion.

Third-party social media platforms such as Facebook, YouTube, Nextdoor, and other social media accounts may occasionally be unavailable. The City is not responsible for the lack of service.

#### **5. Emergencies**

Emergency information may be distributed through the City's social media accounts in addition to other communication methods. Social media users should not rely solely on any of the City's social media accounts for communication during emergencies. If an urgent matter needs the City's attention, such as a facility emergency, please contact 831-623-4661 or call 911.

#### **6. Disclaimer**

Content placed on the City's social media sites by City followers, advertisers, or social media channel owners or vendors (such as Facebook, Youtube, or Nextdoor), does not represent the views, policies, or positions of the City staff or City Council.

#### **7. Changes to Social Media Site and Right of Termination**

The City may change any format or functionality of its sites or terminate any social media account at any time.

#### **8. Changes to Social Media Policy**

The City Council may change, modify, or amend all or part of this policy at any time.