

San Juan Bautista Youth Commission

Social Media Policy for City Activities

Introduction

The San Juan Bautista Youth Commission (Commission) is committed to effective communication with community members, partners, and other stakeholders of all ages. The Commission 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

To enhance and broaden online communication and interaction, the Commission will eventually establish social media accounts that may include, but not be limited to:

- Facebook
- Twitter
- Instagram
- Snapchat
- YouTube
- Nextdoor

Policy

1. Content

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

- News and updates on Commission activities, projects, programs, and events
- News and updates on relevant national, state, regional, and local issues
- Announcements of Youth Commission, 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 Commission 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 make 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 or obscene content
- 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 are commercial endorsements

The Commission may remove any post that violates this policy. The Commission 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 Commission discourages two-way communication through its social media accounts. The Commission does, however, encourage anyone with questions and/or comments to contact Commission members directly via email.

All Youth Commission social media posts shall:

- Be helpful and add value
- Be relevant
- Be transparent

Commission social media posts should never:

- Be argumentative
- Express positions that have not been explicitly approved by the Commission

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 Commission.

4. Site and Account Management

The Commission's social media accounts are managed by Commission staff. During regular business hours, staff will update and monitor its social media accounts and be responsible for posting information or responding to comments. The Youth Commission 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, Twitter, Instagram, YouTube, Nextdoor, and other social media accounts may occasionally be unavailable. The Commission is not responsible for the lack of service.

5. Emergencies

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

6. Disclaimer

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

7. Changes to Social Media Site and Right of Termination

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