



Title: Social Media

Policy Number: 2-16

Effective Date: September 2, 2015

Pages: 6

Enabling Actions:

Revised Date:

Approved:

PURPOSE

This policy establishes Town-wide guidelines regarding the appropriate use of social media sites that are created for Town purposes. Social media includes, but is not limited to, internet-based websites that allow two-way communication between the Town and the public, such as social networking and media-sharing websites (e.g., Facebook, Twitter, Instagram, YouTube) and wikis (e.g., Wikipedia). A social media site is created for Town purposes when an account is established on a social media website in accordance with this policy. The Town has an overriding interest and expectation in providing the public with accurate information and protecting the rights of the Town and its employees.

Employees are encouraged to consult with their supervisor regarding any questions arising from the application or potential application of this policy.

SCOPE

This policy applies to all employees of the Town and temporary personnel, interns, volunteers, or other individuals performing work and/or engaged in external communications on the Town's behalf. This policy governs all "Electronic Communications" as defined in the Town's Electronic Communications and Information Technology Resources Policy and applies to the Internet and any and all forms of social media as defined in Section I (Purpose) above.

POLICY

The Town of Los Gatos encourages the use of electronic communications to share information in support of its mission of public service and enable it to conduct its business. Electronic communications must be used in compliance with applicable statutes, regulations, and Town policies, including those that require a work environment free from discrimination and harassment.

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A. All electronic communications should conform to the same standards of propriety and respect as any other verbal or written communication at the Town. Employees are expected to use common sense and judgment to avoid any communication which is disrespectful, offensive, or illegal. Employees engaged in the use of electronic communications on behalf of the Town are responsible for complying with all Town Administrative policies.

B. While engaging in electronic communications on behalf of the Town, all employees must identify themselves as Town employees. Unless specifically authorized to engage in electronic communications as part of an employee's official job duties, all other employees must obtain written authorization from his/her Department Director before engaging in electronic communications on behalf of the Town.

C. Employees should not post any information including the contents in any video, photograph, or other electronic media, including but not limited to audio recordings or digital information, which may compromise the safety of the Town, its employees, or work product.

D. All electronic media created while on the job is the property of the Town and subject to all federal and state law, as well as Town codes and policies regarding its confidentiality. Both on and off-duty, employees have the responsibility to protect confidential information by not posting such information on social networking sites.

POLICY IMPLEMENTATION

A. Town of Los Gatos social media sites may be used as a supplement to the Town of Los Gatos website for:

1. Marketing/promotional purposes
2. Community engagement purposes
3. Communicating important Town information quickly to a broad audience

B. The Town of Los Gatos website will remain the Town government's primary and predominant Internet presence.

C. Employees will follow the guidelines set forth in the Social Media Use Standards and Best Practices document.

PROCEDURES

A. Any Town of Los Gatos social media site shall be established and maintained in accordance with the following procedures:

1. The Town will approach the use of social media sites as consistently as possible, Town-wide.
2. Each Town of Los Gatos account established on a social media website must be approved by the Town Manager or his/her designee.
3. For each Town of Los Gatos social media account, the following information will be provided to the Town Manager or his/her designee within one business day of opening and/or closing the account and shall be updated within one day of making any changes to the account or account management responsibilities:

- a. *Account name and login information;*
- b. *Date established;*
- c. *Purpose of account;*
- d. *Employee primarily responsible for site management and maintenance; and*
- e. *Date account closed (if applicable)*

4. Each department will have only one account on any social networking or media-sharing site, unless otherwise approved by the Town Manager or designee. Account information, including usernames and passwords, shall be provided to the Town Manager or his/her designee in compliance with this policy.

5. For each social media account, a boilerplate section should contain a department/program description and the following language or a link to the following language:

- a. “[Insert department] is a department (or an office) of the Town of Los Gatos, www.losgatosca.gov. This page and/or account is intended to serve as a means for communication between the public and department/office. Any comment submitted to this page and/or account and its list of fans, followers, and/or likes may be considered a public record that is subject to disclosure pursuant to the California Public Records Act.”

6. Department Directors shall provide direction to department employees regarding the amount of time spent reviewing and/or participating in the Town’s

social media sites.

7. Each Town of Los Gatos social media site shall be regularly monitored by the employee designated as the site manager for management and maintenance to ensure comments and postings on the Town's social media sites are in compliance with this policy.

9. In the event that a site receives a posting or other information of relevance to another Town department, the employee primarily responsible for the site will promptly notify the other department of the fact.

10. The Town of Los Gatos social media sites shall be periodically reviewed by the Town Manager or his/her designee for compliance with this policy. Town of Los Gatos social media posts shall be topic specific.

12. The following Comment Policy disclaimer must be included on the site or from a link on the site whenever comments are enabled:

- a. "This page and/or account is intended to serve as a means of communication between the public and the Town of Los Gatos. Comments posted to this page and/or account will be monitored during regular Town business hours only. The Town reserves the right to remove comments that include any of the following: language that is profane, discriminatory or sexual in nature, or threatens or defames any person or organization, or violates the legal ownership rights of another party, or supports or opposes political candidates or ballot measures, or encourages or promotes illegal activity, or solicits or promotes commercial services or products, or contains comments that are not topically related to the particular post being commented upon, or compromises the safety or security of the public, public systems, or Town employees. Any content posted to the page and/or account is subject to public disclosure."

13. Whenever possible, information posted on Town of Los Gatos social media sites shall also be available on the Town's website.

14. Whenever possible, postings on Town of Los Gatos social media sites shall contain links to the Town website to provide the public with access to more in-depth information, forms, documents, or online services.

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

16. Postings may not contain any personal information, except for the names

of the employees whose job duties include being available for contact by the public.

17. When posting a video, the department must secure permission from the author or owner for the right to use all of, or part of a video if the video was not produced by the department or any other Town department.

18. All Town of Los Gatos social media sites shall have Town of Los Gatos contact information, the Town logo and a link to site use policies prominently displayed.

19. The Town may cancel or otherwise terminate any Town of Los Gatos social media site at any time, provided, however, those records of the site shall be maintained in accordance with the Records Retention Program following cancellation or termination.

20. All content on the Town of Los Gatos social media sites is subject to the Town's Records Retention Policy.

21. Records must be maintained for at least two years or a longer retention period, as indicated in the Town's Records Retention Policy, in a format that preserves the integrity of the record and is readily accessible.

22. All content posted to the Town of Los Gatos social media sites shall comply with the Town's website policy. All content on the Town of Los Gatos social media sites is subject to the California Public Records Act and subject to public disclosure.

23. Use of the Town of Los Gatos social media sites by members of the Town Council, Town Commissions, and other official Town committees is subject to the Ralph M. Brown Act (California's open meeting law).

24. All content on the Town of Los Gatos social media sites should comply with the Town of Los Gatos Electronic Communication and Information Technology Resources policy.

25. Town employees and officials who are using the Town social media sites are expected to represent themselves and the Town in a way that is consistent with this policy.

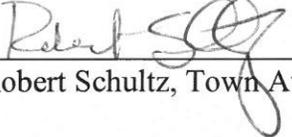
26. Town of Los Gatos social media sites shall not be used to endorse, support, oppose or comment on any political campaign, ballot measures, social issues, causes, religion, product, service, company, or other commercial entity unless expressly authorized.

27. The use of Town of Los Gatos social media pages and/or accounts for fundraising activities is prohibited in accordance with the Town's Solicitation and Donation Policy.

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

29. In the event of an emergency, the Town Manager may suspend, modify or restrict provisions of this policy. In those instances, the policy adjustments are temporary until such time as the Town Manager deems that the emergency is addressed. After the emergency, the temporary policy adjustments will cease and the regular provisions outlined in this document prevail.

APPROVED AS TO FORM:



Robert Schultz, Town Attorney