



CITY OF CHINO SOCIAL MEDIA POLICY AND PROCEDURES

1. Purpose

This Social Media Policy (“Policy”) establishes guidelines for the establishment and use by the City of Chino (“City”) and the Administrator/Content Manager or his/her designee, for social media sites as a means of conveying information to members of the public.

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

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.

2. Definitions

“Administrator” and “Content Manager” both refer to any person who establishes, creates and/or posts content on behalf of the City on a City social media site.

“Social Media” means content created by the Administrator/Content Manager, or his/her designee, using accessible, expandable, and upgradable publishing technologies through, and on, the Internet which may allow two-way communication between the City and the public. Examples of social media include, but are not limited to: Facebook, Twitter, and YouTube.

“City social media sites” mean pages, services or feeds, established and maintained by the City on behalf of the City, through which content of community interest is provided to the general public. City social media sites shall supplement, not replace, the City’s required notices and traditional methods of communication.

“Posts” or “postings” mean information, articles, pictures, videos and any other form of communication placed on a City social media site on behalf of the City.

“User” means any member of the public who posts, comments and/or otherwise participates on City social media sites.

3. General Policy

- 3.1. City of Chino social media sites may be used as a supplement to the City of Chino website for marketing and community engagement purposes; emergency communication; and, to communicate items of community interest and important City information quickly to a broad audience.



- 3.2. The City's official website at www.cityofchino.org is the City's primary means of communication via the Internet. The City's 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.
- 3.3. No person shall establish a City social media site without the written approval of the City Manager or his/her designee. The Administrator/Content Manager or his/her designee shall comply with this policy and the City's Terms of Use and Comment Policy.
- 3.4. City social media sites shall bear the name and/or official logo of the City and shall link to the City's website. Wherever applicable, social media sites shall be classified and registered with the service provider as "Official" and/or Government Entity sites.
- 3.5. 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. The City's Social Media Policy shall be displayed to users or made available by hyperlink, and displayed on the City's website. City social media sites shall also clearly reference and/or provide a hyperlink to the Terms of Use and Comment Policy (text provided below).
- 3.6. The City Manager reserves the right to terminate any City social media site at any time without notice.
- 3.7. Administrator/Content Manager or his/her designee establishing or posting content to a City social media site on behalf of the City shall comply with usage rules and regulations required by the service provider, including privacy policies.
- 3.8. City social networking sites shall be managed consistent with the Brown Act. Members of the City Council and City Commissions shall not respond to any published postings, or use the site or any form of electronic communication to respond to, blog, or engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the body.
- 3.9. The Administrator/Content Manager or his/her designee is authorized to generate content, moderate, or otherwise represent the City on City social media sites as part of their assigned job duties and shall conduct themselves at all times as a professional representative of the City and in accordance with all City policies.
- 3.10. The Administrator/Content Manager or his/her designee of City social media sites shall utilize authorized City contact information for account set-up, monitoring, posting, and access and shall not use personal email accounts or phone numbers or private credit cards for such purposes.
- 3.11. Pursuant to requirements of the service provider, City social media sites may contain content, including but not limited to, advertisements and hyperlinks over which the City has no control. The City does not endorse any hyperlink or advertisement or



content therein placed on City social media sites by the social media site's service provider, owners, vendors, or partners.

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

4. Content Guidelines

- 4.1. The content of City social media sites shall only pertain to City-sponsored or City-endorsed programs, services, events, or items of general community interest. Content may include, but is not limited to, information, photographs, videos, and hyperlinks.
- 4.2. Content posted to the City's social media sites should contain hyperlinks directing users back to the City's official website for in-depth information, forms, documents and online services necessary to conduct business with the City of Chino whenever possible and appropriate.
- 4.3. The City's social media sites may "share," "like," or "retweet" content from other government, city, agency, or partner social media sites at the discretion of the Administrator/Content Manager or his/her designee.
- 4.4. The Administrator/Content Manager or his/her designee shall ensure that the City has full permission and/or rights to any content posted on behalf of the City, including photographs and videos.
- 4.5. The Administrator/Content Manager or his/her designee authorized to post items on any of the City's social media sites shall not express his/her own personal views or concerns through such postings, but shall only reflect the views of the City.
- 4.6. Postings must not contain any information deemed confidential as defined by any City policy, state or federal law, or as directed by the City Manager.
- 4.7. Postings may not contain any personal information, except for the names of employees, or third parties whose job duties include being available for contact by the public, except for the names of persons who by their actions or circumstances have become a public figure.
- 4.8. Except as expressly provided in this policy, employees accessing any social media site shall comply with the Administrative Policy on the Use of Social Media.
- 4.9. **TERMS OF USE:** The following Terms of Use and Comment Policy shall be prominently posted on all City social media sites.

- 4.9.1. **Terms of Use**

This is an official social media site of the City of Chino. For more information about the City of Chino please visit www.cityofchino.org. This site is intended to serve as a mechanism for communication between the City and the public and as



a forum to further inform and engage the public.

4.10 Comment Policy:

A. The City reserves the right to reject any post it deems to be objectionable. Following are examples of materials that are prohibited and that will be automatically deleted from the City's Social Media Sites:

- i. Comments not topically related;
- ii. Profane language or content;
- iii. Content that, for a reasonable person, promotes, fosters or perpetuates discrimination or a hostile attitude or gives offense on the basis of race, color, citizenship, age, religion, ancestry, gender, marital status, national origin, veteran's status, physical or mental disability or sexual orientation;
- iv. Sexual content or links to sexual content;
- v. Solicitations of commerce;
- vi. Conduct or encouragement of illegal activity;
- vii. Information that may tend to compromise the safety or security of the public or public systems;
- viii. Content that violates a legal ownership interest of any other party;
- ix. Messages or information that is in conflict with applicable laws and/or City policies, rules, or procedures;
- x. Messages that bully, threaten, and/or defame any person or organization;
- xi. Comments that violate the legal ownership interest of another party (copyright or trademark violations);
- xii. Anything that promotes a specific political candidate, advocate for or against passage of specific legislation, initiatives, referendums or other political advertisements;
- xiii. Information that promotes a specific religion or religious belief;
- xiv. The City reserves the right to reject any post it deems to be objectionable.



B. Comments submitted to this page are periodically monitored. Users have no right of privacy to any information submitted to or posted on a City social media site.

C. The City reserves the right, at its sole discretion, to remove inappropriate content, including, but not limited to, those items listed above.

D. The City is not responsible for, and disclaims any and all responsibility and liability for, any comments or materials posted by users of the City's social media websites.

E. When possible, all City social media sites should have a disclaimer stating: "Comments posted on City Social Media sites do not imply endorsement of, or agreement by, the City, nor do such comments necessarily reflect the opinions of or policies of the City."

F. The City reserves the right to implement or remove any functionality of its social media site when deemed appropriate by the City Manager, Department Director, Public Information Officer, or his/her designee. This includes, but is not limited to, blocking specific persons from submitting comments, tweets or replies, removing comments, turning off comments, removing information, articles, pictures, videos, or any other form of communication that is posted on a City social media site when it does not conform to the site's guidelines and/or terms of use.