Santa Clara City Social Media Policy
Effective Date: January 25, 2017

1. Purpose
Santa Clara City recognizes that social media has changed the way that people communicate with each other and that the use of social media can enhance communication between City government and citizens, particularly citizens that do not access traditional media. The City encourages the use of social media to further the mission of the City and its departments where appropriate.

Santa Clara City social media sites shall generally be used for the following purposes:

   A. Marketing/promotional channels which increase the City’s ability to broadcast its messages to the widest possible audience.
   B. Public information updates.
   C. The dissemination of time-sensitive information as quickly as possible (example: emergency information).

2. Scope
This policy applies to, but is not limited to, all individuals, departments, or groups, who create, post, moderate or maintain social media communications as part of city business. This policy does not address the personal and private use of social media by city employees.

3. Definitions

Social Media
Any form of electronic communication through which users create online communities to share information, ideas, personal messages, and other content.

Designated Site Manager
A City employee who has been designated by the director of the department to create, post to, moderate, maintain, and update a city social media site. The creation of a site and designation of a manager must receive approval from the City Manager.

4. Creation of Social Media Site
All Santa Clara City social media sites shall be approved by the City Council. The Director of each department or the Director’s designee shall be responsible for the content and upkeep of each social media site maintained by that department.

These sites will be used for official City business and for communications with the City’s constituents. City social media sites shall comply with federal, state and local laws, regulations and administrative rules.
The social media tools that are currently approved for use by Santa Clara City are Facebook, YouTube, Instagram and the City website. If any City department desires to use any other social media tool, such use must be approved by the City Council.

All content created or posted on a City social media site as well as all City profile and home pages shall belong to the City.

5. Managing Social Media Sites
Designated Site Managers are allowed to manage and maintain them on the job. Employees who have their own social networking presence may not manage or maintain these sites or any sites not established by the City on City time.

Designated Site Managers must abide by the following policies:

A. City-related accounts shall be used for City business only. Use of City-related social network accounts and user IDs for personal use outside of official duties is prohibited.
B. All social networking pages should follow the City’s Style Guide.
C. They will abide by each social network’s Terms of Service (TOS) or Terms of Use (TOU) for that network found on each social network’s website.
D. On City sponsored social networking pages, there shall be no implied or direct endorsement of any non-City sponsored programs, agencies or businesses.
E. Wherever possible, links to more information should direct users back to the City’s official website for more information, forms, documents, or online services necessary to conduct business with the City.

It is the responsibility of the Department Director to ensure that social network use by Department employees is productive, useful, and in the City’s best interest.

Employees representing the City via social media outlets must conduct themselves at all times as a representative of the City and in accordance with all appropriate Santa Clara City policies and standards, including but not limited to the Employee Handbook. Employees found in violation of this policy may be subject to disciplinary action, up to and including termination of employment.

6. Internal Comment Guidelines for Social Media Sites
Designated Site Managers are responsible for what they write on a City social media site. Site Managers should not post any content that could be fairly characterized as:

A. Harassing statements.
B. Anything which a person of reasonable sensitivities may find to be offensive.
C. Comments on matters in litigation or otherwise in dispute, or that could be in the future.
D. Non-public information of any kind.
E. References to illegal or banned substances and narcotics unless for public educational purposes.
F. Solicitation of business. The solicitation of goods or services that is reasonably subject to the procurement requirements in Utah and other applicable law.
G. Comments supporting/opposing political campaigns/ballot questions.
H. Information that might compromise the safety or security of public buildings or activities
I. Disparaging/threatening comments about or related to anyone.
J. Personal, sensitive, or confidential information of any kind about any individual. Designated Site Managers should treat postings on a social media page as a conversation, avoiding jargon and ensuring that they are adding value for the reader.

7. Public Comment Guideline for Social Media Sites

Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between City departments and members of the public, but please note that this is not a moderated online discussion site and not a public forum.

Santa Clara City social media site articles and comments containing any of the following forms of content shall not be allowed:

A. Comments in support of or opposition to political campaigns or ballot measures;
B. Profane language or content;
C. 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;
D. Sexual content or links to sexual content;
E. Solicitations of commerce;
F. Conduct or encouragement of illegal activity;
G. Information that may tend to compromise the safety or security of the public or public systems;
H. Content that violates a legal ownership interest of any other party; or
I. Comments not topically related to the particular social medium article being commented upon, including random or unintelligible comments.

The guidelines described above should be displayed to users or made available by hyperlink. A copy of any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available.

The City reserves the right to restrict or remove any content that is deemed to be in violation of this social media policy or any applicable law.