



City of Riverside Administrative Manual

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Prepared by: City Manager

Approved:



Department
City Manager

SUBJECT:

Guidelines for Social Media Usage

PURPOSE:

To address the fast-changing landscape of communication via the Internet, City of Riverside ("City") departments may consider using social media tools to reach a broader audience. The City encourages the use of social media to further the communication goals of the City and its departments.

The City has an overriding interest and expectation in deciding what is "spoken" by the City on social media sites. This policy establishes guidelines for the use of social media.

POLICY:

GENERAL USE GUIDELINES:

- All City social media sites posted by departments will be subject to approval by the City Manager's Office.
- The City websites will remain the City's primary and predominant internet presence.
- The only appropriate City uses of social media tools fall generally into two categories:
 - Disseminating time-sensitive information as quickly as possible (example: emergency information).
 - Marketing/promotional channels to increase the City's ability to broadcast its messages to the widest possible audience.
- Wherever possible, content posted to the City's social media sites will also be available on the City's main website.
- Wherever possible, content posted to the City's social media sites should contain links directing users back to the City's official websites for in-depth information, forms, documents or online services necessary to conduct business with the City.
- As is the case for City web sites, departmental designees will be responsible for the content and upkeep of any social media sites their department may create.
- All City social media sites shall comply with all City policies and standards, including but not limited to:
 - Technical Resources Use and Monitoring Policy
 - Website Linking Policy
 - Twitter (Blogging) Policy

- Video Posting Policy
- Human Resources Policy and Procedure Manual
- Marketing Style Guide
 - Any exceptions will be approved by the Marketing Manager or the Communications Officer.
- 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. City social media site articles and comments containing any of the following forms of content shall not be allowed:
 - Comments not topically related to the particular social medium article being commented upon;
 - Profane language or content;
 - 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;
 - Sexual content or links to sexual content;
 - Solicitations of commerce;
 - Use of city resources, including social media sites and websites, for campaign purposes;
 - Conduct or encouragement of illegal activity;
 - Information that may tend to compromise the safety or security of the public or public systems; or content that violates a legal ownership interest of any other party.
- These guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available (see the City's Twitter and Facebook standards).
 - The City reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.
 - The City will consistently apply these guidelines enterprise wide.
 - All new social media tools proposed for City use by departmental public information authority will be approved by City Manager's Public Information Officer and the IT Chief Information Officer or designee.

Administration of Social Media Sites

- The Information Technology Team will maintain a list of social media tools which are approved for use by City departments and staff.
- The Information Technology Team will maintain a list of all City social media sites, including login and password information. Departmental public information representatives will inform the Information Technology Team and the City Manager's Office of any new social media sites or administrative changes to existing sites by completing the Social Media Approval Request form.
- The City must be able to immediately edit or remove content from social media sites.
- For each social media tool approved for use the following documentation will be developed and adopted:
 - Operational and use guidelines
 - Standards and processes for managing accounts on social media sites
 - City and departmental branding standards per the Marketing Style Guide
 - Enterprise-wide design standards

Public Records

- City social media sites may be subject to State of California public records laws. Any content maintained in a social media format that is maintained by the City in the normal course of business, including a list of subscribers and posted communication that is available at a given time, is a public record.
 - The Department maintaining the site is responsible for responding completely and accurately to any public records request for public records on social media.
 - Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.
 - Users shall be notified that public disclosure requests must be directed to the relevant departmental public disclosure officer.

California state law and relevant City records retention schedules apply to social media formats and social media content. Unless otherwise addressed in a specific social media standards document, the Department maintaining a site shall preserve records required to be maintained pursuant to a relevant records retention schedule for the required retention period on a City server in a format that preserves the integrity of the original record and is easily accessible. Appropriate retention formats for specific social media tools are detailed in the City's Twitter and Facebook standards.