



## POLICY: USE OF SOCIAL MEDIA SITES

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Issue Number: 1  
Date Adopted: January 16, 2018

### **I. PURPOSE**

This policy establishes guidelines for the use of the City of Yorba Linda (“City”) social media sites, a public service and information source.

The use of City social media sites is intended for the sole and exclusive use by the City of Yorba Linda and will serve as an additional source of information to meet the following objectives:

- Enhance awareness of City services and events;
- Communicate news and emergency information;
- Build trust through quality content; and
- Collect valuable feedback.

The City’s official website ([www.yorbalindaca.gov](http://www.yorbalindaca.gov)) will remain the organization’s primary and predominant internet presence. Information posted on City social media sites will supplement, and not replace, required notices and standard methods of communication.

### **II. BACKGROUND**

Social media fosters a culture of greater civic engagement. The City encourages the use of social media to address the rapidly-evolving landscape of the Internet, to reach a broader audience, to modernize the way residents communicate and obtain information, and to further the mission and goals of the City.

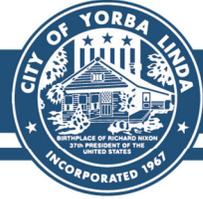
### **III. POLICY**

It shall be the policy of the City of Yorba Linda to ensure that City social media sites are created and maintained for exclusive use by the City in communicating information relevant to the City’s purpose and goals; and to document the Terms of Use that govern the usage of the City’s social media sites. The City reserves the right to determine what information shall and shall not be placed on City social media sites.

A comment posted by a member of the public on any City of Yorba Linda social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the City of Yorba Linda.

### **IV. APPLICABILITY**

This policy applies to those who interact with the City of Yorba Linda City social media sites.



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This policy applies to all social media sites and applications, including, but not limited to, Facebook, Twitter, Instagram, LinkedIn, NextDoor, Vimeo, and YouTube.

Certain City facilities or functions and independent contractors may be exempt from this policy at the discretion of the City Manager.

**V. CONTENT**

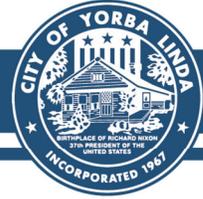
Designated staff members shall have access to post content to City social media sites. Staff shall refer to a separate Administrative Order for detailed information regarding policies and procedures for establishing and posting to an official City social media site.

City social media sites are subject to the California Public Records Act and records retention requirements as established by applicable law and City policies. Any content posted on a City social media site may be a public record subject to public disclosure.

The City Manager's Office will monitor and have access to all City social media sites to ensure consistent messages are being conveyed and that all policies are being adhered to.

All content posted to City social media sites must meet the following standards:

1. Contains information of general interest to the public and reflects a City of Yorba Linda departmental, divisional, or program initiative, service, responsibility; or contains directional information of interest to the public such as maps and directories of services; or provides public notice of a City event; and
2. Does not include any of the following:
  - Profane language;
  - Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, political beliefs, gender, marital status, national origin, physical or mental disability, or sexual orientation;
  - Sexual content or links to sexual content;
  - For profits and commercial solicitations and advertisements;
  - Conduct or encouragement of illegal activity;
  - Information that may tend to compromise the safety and security of the public; or
  - Comments on topics or issues not within the jurisdictional purview of the City of Yorba Linda.



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Comments or postings to the City’s social media sites may be monitored. The City reserved the right at any time to remove any and all comments and content and, to the extent permitted by law, to remove comments or content in violation of its Social Media Sites Terms and Conditions of Use. Any content removed shall be retained, including time, date and identity of the user/poster when available, in accordance with the City’s policy on the retention of such information.

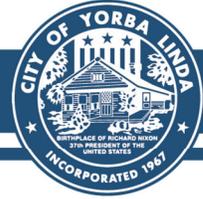
Two or more posts containing inappropriate content as outlined within this policy or posts from a spam account may result in the account being blocked from the City’s social media accounts entirely. Blocking a user will be at the discretion of the City Manager in accordance with the requirements of the policy.

The City will at its discretion remove posts and all comments related thereto at regular intervals at such time as the event in the post is either past or the post has existed for ninety (90) days.

**VI. EXTERNAL LINKS AND “FOLLOWING” OF OTHER ACCOUNTS**

The City Manager shall maintain sole-discretion over the determination of external links posted to official City social media sites and sites that City social media sites “like” or “follow.” It is the City’s policy to limit external links and the entities either “liked” or “followed” to:

1. Other government agencies;
2. Firms with franchise agreements with the City, such as for utilities, cable TV and/or internet service, waste removal and other similar companies which provide service to residents of the City under agreement with the City;
3. Links to corporate or company sites that provide web-based automated solutions specifically designed for use by the City and/or the public through the City website;
4. Organizations in a direct contractual relationship with the City, that receive funding in the form of either monetary or in-kind contribution from the City to promote the economic and cultural development of the City, in areas such as commerce, dining, and arts and entertainment within the City;
5. The Yorba Linda Public Library website, Center Catering website, Black Gold Golf Club website, Yorba Linda Community Center website, and links that support the City or an individual Department’s mission to meet the cultural, educational, and informational needs of followers;
6. The City may wish to “like,” “follow,” or highlight local businesses or community entities as part of any City program or co-sponsored event; and



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7. The City may wish to highlight or promote new Yorba Linda businesses as part of the City’s Economic Development program.

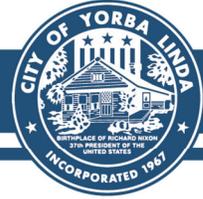
**VII. ACCESSIBILITY**

It is the City’s goal to provide maximum access for all users of the City’s social media sites. Posts to City social media sites shall meet the standards outlined in the U.S. Section 508 accessibility guidelines and standards set forth in the City’s accessibility statement.

**VIII. CONDUCT OF ELECTED AND APPOINTED OFFICIALS ON SOCIAL MEDIA SITES**

For the purpose of this policy, the term “elected and appointed official” refers to any member of the City Council or a City Commission. While all City staff members will be held to the standard of this policy, there are some legal considerations specific to elected and appointed officials, including the Brown Act. This section of the policy provides guidance in this area. An internal Administrative Order provides additional guidelines for staff conduct on social media.

1. Interaction with City Sites
  - a. Officials interacting with any of the City’s social media sites must comply with applicable federal, state, and local laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright, records retention, the Public Records Act, First Amendment, and privacy laws.
  - b. Officials shall use caution in responding to any published posts on City social media sites, or using the City social media sites to discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the Council, Commission, board, or committee, as such responses may create a meeting in violation of the Brown Act.
  - c. City staff will not set-up or administer a City-run social media account for an elected official.
2. Use of Personal and Professional Social Media Profiles or Pages
  - a. Officials are representatives of the City and should conduct all communications on social media in a professional manner. Conduct on social media sites shall meet the standards of City Council Policy A-23: Code of Conduct for Elected and Appointed Officials.



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- b. Officials who choose to have a social media page or profile that identifies their office, must include the verbiage “Content on this site does not represent any official position of the City of Yorba Linda, only that of (NAME) in (HIS/HER) personal capacity.”
- c. Officials shall be prohibited from using their City email address or password in conjunction with a personal or professional social media profile or page.
- d. Officials shall use caution in using personal or professional social media profiles or pages to discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the City Council or any commission, board, or committee of the City, as such responses may create a “meeting” in violation of the Brown Act or result in disqualification based on prejudgment of issued to be determined by due process.
- e. Should an official comment on a third-party’s social media page in their capacity as an official, they should state that their comment is their personal opinion and not the opinion of the City of Yorba Linda unless it reflects the official position of the City.

**IX. SOCIAL MEDIA SITES TERMS OF USE**

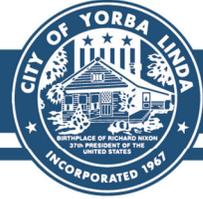
A link to the City’s social media sites Terms of Use set forth in this policy shall be posted on all City social media sites.

**X. DEFINITIONS**

**Social media sites:** Websites, applications, and other interactive web platforms, which allow the creation and exchange of user-generated content through accessible communication technologies. Examples include Facebook, Twitter, LinkedIn, NextDoor, Instagram, YouTube, Vimeo, and Pinterest.

**City social media sites:** City social media sites are webpages which the City establishes and maintains, and over which it has control over all postings, except for advertisements or hyperlinks by the social media site’s owners, vendors, or partners.

**City Official:** For the purpose of this policy, an all-inclusive term for any member of the City Council or a City Commission. All City staff members will also be held to the standard of this policy, as well as an internal Administrative Order.



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**Administrator(s):** Authorized user(s) who manage the content on the City social media sites as well as receive content posted to the site by the public.

**Post:** All-inclusive term to describe a message, announcement, picture, video, or any other form of communication posted on City social media sites.

**Comment:** response to City social media site submitted by the public.

**Tagging:** Identification of an individual or organization's profile or page in a post or photo that links the post or photo to the individual or organization's profile or page.

**Sharing:** The practice of sharing content from a website or another individual or organization's social media site on a social media site.

**Follower:** An individual or agency who "likes" or follows any City social media page.

**Community partners:** Other agencies with whom the City partners for community events, programs, and/or services (ex. Placentia-Yorba Linda Unified School District, Yorba Linda Water District).