

Website and Social Media Policy # 903

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WEBSITE AND SOCIAL MEDIA POLICY		

1. PURPOSE AND INTENT

The purpose of the City of Upland’s Website and social media accounts (also referred to herein as “social media sites”) is to provide information about the City’s government services, local attractions and positive community events, and to promote economic development in Upland. The goals of the City’s Website are to encourage increased citizen participation in City government by making public information more readily available to them, provide electronic access to City information through a logical single point of entry, and to keep the public informed of local events. The City also recognizes that social media accounts provide an excellent vehicle to communicate information and build trust through quality content. Through the use of these platforms, the City intends to provide accurate and current information that is relevant to achieving the City’s mission of increased public awareness relating to programs and services provided by the City. This policy provides guidelines, protocols, and procedures for the proper establishment, use, and control of the City’s website and social media accounts managed by the City of Upland (City) and its designees. This policy applies to all City employees and any consultants, providers, and contractors acting in the capacity as City officials and when communicating with the public on behalf of the City. Any questions relating to this policy should be directed to the City of Upland’s City Manager’s Office.

2. DEFINITIONS

- 2.1 **City Social Media Site** A page, service, 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 standard methods of communication.
- 2.2 **Comments** Discourse and dialogue posted by the social media follower in response to a City posting.
- 2.3 **Department Heads** Assistant City Manager, Department Directors, the Police Chief, and Assistant Fire Chief (San Bernardino County).
- 2.4 **Department Web Coordinator (DWC)** Employee of the City who is responsible for managing and maintaining a department’s section of the City website and/or social media account.

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- 2.5 **Department Reviewer** Employee within a department responsible for reviewing content created by a DWC.
- 2.6 **Feed** Post/News stream.
- 2.7 **Medium** An instrument, means, or channel by which general communication, information, or entertainment is conveyed to the public such as radio, television, website, television channels, Internet, social media, etc.
- 2.8 **Page** A public profile specifically created for City department or City facility.
- 2.9 **Posts or Posting** Information, articles, comments, pictures, videos, or any other form of communication posted on a City social media site.
- 2.10 **Social Media** Content created by the Social Media Administrator or his/her designee, using accessible, expandable, and upgradable publishing technologies, through and on, the Internet, which may allow one-way or two-way communication between the City and the public. Examples of social media include, but are not limited to: Facebook, Snapchat, Twitter, Instagram, Blogs, YouTube, and LinkedIn.
- 2.11 **The Social Media Administrator or his/her Designee** Both refer to any person authorized to establish, create and/or post content on behalf of the City on a City social media site.
- 2.12 **Sponsorship** Supporting an event, activity, or City department financially or through the provision of products, venue, or services.
- 2.13 **User** Any member of the public who posts, comments, likes, and/or otherwise participates on City social media sites.
- 2.14 **Web Content Management System (WCMS)** A set of tools that provides an organization with a way to manage digital information on a website through creating and maintaining content without prior knowledge of web programming or markup languages.

3. **RESPONSIBILITIES**

City employees and elected and appointed officials are responsible for complying with applicable federal, state, and local laws, regulations, and policies when interacting on any of the City's websites or social media sites. This includes adherence to established laws and policies regarding copyright, records retention, the Public Records Act, the First Amendment, and privacy laws, as well as this policy.

3.1 **Elected and appointed officials of the City are responsible for:**

- 3.1.1 Abiding by the Brown Act when interacting on any of the City's websites or social media sites.

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- 3.1.2 Conducting themselves on any website or social media platform in a manner that reflects the high level of professionalism the public expects of their elected and appointed officials.
- 3.1.3 Avoiding use of any City email address or password in conjunction with a personal or professional social media profile or website.
- 3.1.4 It is recommended that the following verbiage be prominently displayed; “Content on this site/page, or comments made by this account, do not represent any official position of the City of Upland, only that of (NAME) in (HIS/HER) personal capacity” on any website or social media account in which their public position/title is identified.

3.2 The City Manager is responsible for:

- 3.2.1 Approval of requests to establish or terminate any and all websites and social media accounts controlled by the City.
- 3.2.2 Making final determinations on the appropriateness of City website and social media account content.

3.3 The Information Technology (IT) Division is responsible for:

- 3.3.1 Acting as the administrator of the City’s public and intranet websites and social media accounts.
- 3.3.2 Maintaining a log of all City public websites and social media accounts as well as their passwords.
- 3.3.3 Providing or coordinating training to designated Primary and Alternate DWCs on the City’s WCMS and any social media account platform that is approved by the City Manager for use.
- 3.3.4 Providing or coordinating training to all City employees authorized to delete comments or inappropriate web content on how to capture an image of the content to be deleted and save a copy for retention in compliance with retention requirements.
- 3.3.5 Providing timely assistance to DWCs to ensure that City website and social media accounts present a professional appearance and do not experience preventable errors.
- 3.3.6 Receiving and coordinating approval of external requests for postings and links on the City’s public website.

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- 3.3.7 Taking action to prevent and stop unauthorized access to all City websites and social media accounts.
- 3.3.8 Requesting that social media companies transfer control of, or remove, social media accounts that represent themselves as being City of Upland accounts.
- 3.3.9 Acting as the record keeper for the City's website and all social media accounts in accordance with the City's policies on the retention of such information. This includes maintaining records of deleted or removed content.

3.4 Department Heads are responsible for:

- 3.4.1 Determining the need for department level websites and social media accounts.
- 3.4.2 As appropriate, developing a plan to implement the department's public and social media presence to enhance public knowledge of relevant department information, functions, and events.
- 3.4.3 When websites or social media accounts are necessary, designating a Department Reviewer and Primary and Alternate DWC in writing and submitting the designations to the IT Division.
- 3.4.4 Providing updated designations to the IT Division when DWCs or the Department Reviewer change.
- 3.4.5 Ensuring that Primary and Alternate DWCs are fully trained in the usage of the WCMS and the social media platform they are using prior to assuming duties as a DWC.
- 3.4.6 Monitoring DWC usage of department websites and social media accounts to ensure usage is consistent with department needs and this policy.
- 3.4.7 Acting as, or delegating a manager or supervisor to act as, the Department Reviewer. If this responsibility is delegated, the Department Head must notify the IT Division of who will be acting in this capacity and notify IT in the event of a change.

3.5 Department Reviewers are responsible for:

- 3.5.1 Reviewing and approving all draft postings and proposed changes to department websites and social media accounts prior to the post or change going "live" or being implemented.
- 3.5.2 Directing DWCs to make changes to draft posting or proposed changes as necessary to ensure compliance with this policy.

3.6 Department Web Coordinators (DWCs) are responsible for:

- 3.6.1 Day to day management and maintenance of department websites and social media accounts.
- 3.6.2 Ensuring that they have received training in the use of the City WCMS and all department websites and social media platforms used within the department.
- 3.6.3 Creating draft content for posting on department website and social media platforms that is consistent with this policy and the direction provided by their Department Reviewer.
- 3.6.4 Reviewing public comments and taking action to remove and retain content in violation of this policy. Content removed will include the time, date, and identify the poster in accordance with the City's policies on the retention of such information.

3.7 All City employees posting or managing content on a City website or social media site are responsible for:

- 3.7.1 Behaving online in a professional manner as a representative of the City of Upland.
- 3.7.2 Ensuring that the items they post, to include comments, links, and pictures, do not bring discredit upon, or negatively reflect upon, the City of Upland, its officials, or its employees.
- 3.7.3 Proofreading, spelling, and grammar checking all content that they draft or approve for posting.
- 3.7.4 Ensuring that their posts and/or comments comply with the Rules for City Website and Social Media as listed below in Section 7.
- 3.7.5 Ensuring that they comply with the City Website and Social Media Engagement Policy as listed below in Section 8.

3.8 All City employees accessing and commenting on any City website or City social media account shall comply with this policy whether on or off-duty.

4. POLICY

4.1 The Official City of Upland Website

- 4.1.1 In establishing and maintaining its official website, the City does not intend in any manner to create a forum or other means by which public discourse, exchange of opinions, or discussion on issues of any nature may occur. Rather, the sole and limited purpose of the City's Website (www.UplandCa.gov) and permitted external links is to provide information of a factual nature about the City of Upland including various services and resources available within and around the City, or as may be available from other governmental agencies.
- 4.1.2 One of the City's key technology goals is to use the Internet and other emerging technologies to improve City services, highlight local attractions and positive community events, and promote economic development in Upland. The City's links to government, community, and other commercial Internet sites are in support of the City's vision to use the Internet to connect people with information, services, and other people in a manner which constructively furthers the City's governmental purposes. Placement of a third-party link on the City website is not to be construed as an endorsement. The City is not responsible for the content or availability of third-party sites or resources.
- 4.1.3 The City website will not contain political or religious preferences or endorsements.
- 4.1.4 The City website will not contain links, preferences, or endorsements to specific businesses or products unless obligated by sponsorship of a City activity designed to engage with the public, which may occur at a business location.
- 4.1.5 The City's website may provide a section which highlights a calendar of City and community events.
- 4.1.6 The City website shall provide access to the City social media sites for the public to stay connected on matters of community interest.
- 4.1.7 The City's website shall clearly reference and/or provide a hyperlink to this policy, in its entirety.

4.2 City social media sites

- 4.2.1 Whenever possible, 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 within the City rather than sharing those documents on social media sites.
- 4.2.2 All City "requests for service" will only be taken via the City website, City-owned

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apps, or other approved methods of doing business. Requests for services will not be accepted through social media sites. DWCs monitoring social media pages shall respond to any inquiries or requests to obtain service by providing phone numbers or links to the City department websites where a customer would be able to obtain service.

- 4.2.3 No person shall establish a City social media account without the written approval of the City Manager or his/her designee and without adding the IT Division staff person as an administrator of the account.
- 4.2.4 City social media accounts shall utilize authorized City contact information for account set-up, monitoring, posting, and access. No authorized user shall change an account password without concurrently notifying the IT Division of the change. Authorized users shall not use personal email addresses, phone numbers, or credit cards when creating or managing social media sites.
- 4.2.5 City social media sites shall bear the name and/or official logo of the City. City social media accounts may bear the name and/or approved logo of their respective department. Whenever possible, City social media sites shall be classified and registered with the service provider as "Official" and/or government entity websites.
- 4.2.6 City Social media sites shall clearly reference and/or provide a hyperlink to this policy, in its entirety.
- 4.2.7 The City Manager reserves the right to terminate any City social media site at any time without notice due to information that may compromise the safety or security of the public, public systems, or City of Upland employees. The City will conduct a risk assessment and the City Manager will notify the City Council of the termination of the social media site for further review, consideration, and/or possible reinstatement.
- 4.2.8 Any City employee authorized to post items on any City social media site shall not express his or her personal views or concerns through such postings. All postings on any social media site by authorized City employees shall only reflect the views and officially stated position of the City, except as follows: The City Manager and/or Police Chief may post material on professional positions regarding time sensitive matters, which may have not been officially approved by Council. In such an event, the posting shall reflect that their comment or position is their professional opinion and not the opinion of the City of Upland and would be comparable to precedent. Any post on any official City site determined to be contrary to an official City position shall be promptly removed.
- 4.2.9 Postings by City employees as part of their official duties shall be made during normal business hours, to the extent possible. After hours postings shall only be made by the IT Manager and his or her designee in non-routine and emergency

situations.

4.2.10 Postings by City employees shall not contain any personal information, except the names of employees whose duties are directly related to matters within the scope of the content posted on the site(s) and/or being made available for the public.

4.2.11 Police Department DWC must have Department Head approval in order to post on matters of community interest related to Police operations, such as drug arrests, which contain images that may be contrary to the City's Rules for City Websites and Social Media in order to improve public awareness of and confidence in law enforcement activities.

5. GUIDELINES FOR CITY WEBSITE CONTENT FROM EXTERNAL AGENCIES

The City will review requests to include content on its website based on the below criteria and its Rules for City Website and Social Media as described in Section 7.

5.1 City review of external agency requests for links will be based on:

5.1.1 Their support of City functions.

5.1.2 Convenience to the public in their interaction with the City.

5.1.3 Significant economic development interests within the City.

5.1.4 The supportive and natural affinity or logical nexus with the function or purpose of the City (as determined by the City).

5.2 In providing links, the City will also consider:

5.2.1 The availability of system resources and personnel to monitor and maintain the link to the website.

5.2.2 The relationship (or importance) of the link to the ordinary and necessary functioning of the City.

5.2.3 The significance and timeliness of materials contained on the linked site.

5.3 Community Events

5.3.1 Events facilitated directly by the City and events in partnership between the City and local community organizations may be approved. Community events that do not meet this criteria will generally not be approved. The City Manager may approve special exceptions.

5.4 Businesses

- 5.4.1 The City may provide a general list of licensed business names on its website.
- 5.4.2 Information on new businesses in Upland may be approved.
- 5.4.3 Referencing a business that has sponsored a City event may be approved.
- 5.4.4 Information on businesses that provide City contracted services may be approved.

5.5 Charitable Organizations

- 5.5.1 Information on City-related foundations may be approved.
- 5.5.2 The City will not approve posting information on a charitable organization simply because it is conducting a fundraiser.

5.6 Other Government Agencies

- 5.6.1 This may include, but is not limited to, federal, state, and other local government agencies; fire departments, law enforcement agencies, school districts, water districts, regional transportation authority, and air quality control districts. This may also include other agencies as approved by the City Manager and/or his or her designee.
- 5.6.2 The City may provide links from these agencies as requested and where the content is of local and/or regional concern.

5.7 Utility Providers

- 5.7.1 Utility providers may be listed if the company utilizes the City's franchise system (use of public streets to provide services).

6. TERMS OF USE

Staff is directed that the following terms of use shall be included on the City website and/or all social media sites.

- 6.1 This is an official site of the City of Upland. This site is intended to serve as a medium for communication between the City and the public and is considered a limited forum to further inform the public.
- 6.2 Information received by the City online (to include through postings and comments on the City's website and social media accounts) is a public record and may be subject to

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disclosure under the provisions of the California Public Records Act (Government Code § 6250 et seq.). The California Public Records Act applies to information processed, sent, and stored on the Internet. Confidential and personal information should not be posted on City sites or social media accounts. Users should have no expectation of privacy on a City website or social media site. While the City of Upland may track overall site traffic, it does not collect individual user details unless a user voluntarily submits such information. If at any time a user believes that the City of Upland's Website is not protecting his or her privacy to the extent it should, the person should the IT Division at (909) 931-4100, who will attempt to assess and, if necessary, correct the problem.

- 6.3 The City does not endorse any product or entity for which a link has been provided on the website or social media, and the City is not responsible for the content or availability of third-party sites or resources. The City's links to government, community, and other commercial World Wide Web sites are in support of the City's vision to use the Internet to connect people with information, services, and other people in a manner which constructively furthers the City's governmental purposes. One of the City's key technology goals is to use the Internet and other emerging technologies to improve City services.
- 6.4 By uploading original content or photographs, users provide the City with express permission and rights to reuse, share, retweet, and otherwise distribute and make available such content for the purposes of promoting the City of Upland and its community.
- 6.5 The City reserves the right to restrict or remove any comments deemed in violation of its social media policy or any applicable laws, rules, regulations, or other authoritative guidance. Any content removed based on the above guidelines will be retained by the City Information Technology (IT) Division according to the City's records retention policy. Content removed will include the time, date, and identify the poster in accordance with the City's policies on the retention of such information. The City disclaims any and all liability for any prohibited materials under this policy that are posted and not removed in a timely manner. The City does not necessarily endorse, and is not responsible for, any content that has been submitted by any other user.
- 6.6 The City reserves the right to implement, modify, and/or remove any functionality of its social media sites when deemed appropriate by the IT Division and/or the City Manager or his/her designee.
- 6.7 The City, or its employees, shall not be liable for a decision made in good faith in an effort to adhere to this policy, including decisions to post, or not to post, materials. Material posted and later determined to be contrary to this policy will be promptly removed and retained in accordance with the City's policies on the retention of such information.

7. RULES FOR CITY WEBSITE AND SOCIAL MEDIA

City website and social media postings and comments shall not contain any of the following content except as allowed herein to support law enforcement operations. Posts or comments that contain such content shall be subject to removal and repeat offenders may be blocked. City websites and social media accounts are not continuously monitored. Anyone may report content that is in violation of these rules by contacting the City IT Division at (909) 931-4100.

- 7.1 Content not related to the particular website or social media post.
- 7.2 Content in support of, or in opposition to, City political campaigns or ballot measures.
- 7.3 Sexual content or links to sexual content.
- 7.4 References or images of drug use or abuse.
- 7.5 Use of expletives and profanity.
- 7.6 Content that violates another person's right to privacy.
- 7.7 Defamatory or libelous content.
- 7.8 Threats to any person or organization.
- 7.9 Disparaging, inflammatory, or threatening remarks that promote, foster, or perpetuate discrimination on the basis of race, color, age, religion, sex (including gender, gender identity, gender expression, transgender, pregnancy, and breastfeeding), sexual orientation (including homosexuality, bisexuality, pansexuality, heterosexuality, etc.), marital status, parental status, citizenship status, nation of origin, genetic information, physical or mental disability, military or veteran status, or status with regard to public assistance.
- 7.10 Personal, business, or organizational solicitation not related to the City of Upland.
- 7.11 Third party advertisements of any kind.
- 7.12 Engagement in or encouragement of illegal activity.
- 7.13 Content that violates a legal ownership interest of any other party including, but not limited to, photos, graphics, copyrights, registered trademarks and slogans, trade secrets, or privileged information, etc.
- 7.14 Hashtags that violate any of the above rules.
- 7.15 Information that may compromise the safety or security of the public, public systems, or City of Upland employees.

- 7.16 Uploading or attaching files that contain viruses, corrupted files, or any other similar software or programs that may damage the operation of the City or another's computer.
- 7.17 Materials that falsify the origin or source of software or other material contained in a file that is uploaded.

8. CITY WEBSITE AND SOCIAL MEDIA ENGAGEMENT POLICY

- 8.1 Plan ahead. Create a calendar, timeline, or outline for your posts. This does not have to include every post you will make, but the more you plan, the less likely you are to make a mistake.
- 8.2 Posts should be made at least once a week on a social media account or more often depending on the circumstances. Make sure, however, that these posts include useful information and are worth the time of those that are friends, followers, fans, or other type of site participant. If you create posts that are not perceived to have value, there is a risk of losing these participants and the social media account not being effective in communicating with the public.
- 8.3 Do not respond to or engage with any individual that is in violation of the Rules for City Websites and City Social Media Sites. Retain a copy of the comment or content that is in violation of the policy and submit it to the IT Manager for records retention. Content removed will include the time, date, and identify the poster in accordance with the City's policies on the retention of such information. Then delete the item. *[NOTE: Do not copy, save, forward, or otherwise interact with any attachment or file that you suspect to contain a virus or any other similar software or program that you suspect may damage the operation of the City or another's computer. Immediately contact the IT Division for assistance.]*
- 8.4 Be aware of the difference between criticisms and what constitutes a violation of policy. Users may use the site to express their dissatisfaction with a City program, event, or customer service experience. This type of post is acceptable as long as it does not violate Section 7 Rules.
- 8.5 When in doubt, ask your supervisor.
- 8.6 If you mistakenly post something, delete it as quickly as possible. You must, however, make a copy of the content prior to deletion and submit it to the IT Manager for records retention.
- 8.7 The goal of the City Website and City Social Media sites is to provide factual information presented in a professional manner to improve public awareness and confidence in local government operations.