

CITY OF FOUNTAIN VALLEY PUBLIC USE SOCIAL MEDIA POLICY

- I. Purpose
- II. Applicability
- III. General Policy
- IV. Terms of Service of Social Media Networking Sites
- V. Records Management
- VI. Social Media Definition

I. PURPOSE

This policy governs users and others who interact with the City of Fountain Valley through any and all social media sites and technology. By interacting with the City through any and all social media platforms, you agree to the following terms and conditions.

II. APPLICABILITY

This policy applies to all users and visitors to the City of Fountain Valley's social media sites. The City's social media sites are a means of communication between the City and the public. The City reserves the right to remove any content that is posted on a City social media site in violation of this policy.

III. GENERAL POLICY

- A. Comments on any and all City of Fountain Valley social media sites that contain any of the following are prohibited:
 - a. Comments not topically related to the particular social media article being commented on;
 - b. Comments in support of or in opposition to a candidate for Fountain Valley political office;
 - c. Profane language or content;
 - d. 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;
 - e. Sexual content or links to sexual content;
 - f. Content that promotes pornography, obscenity, indecency, or other material offensive to prevailing community standards or persons of ordinary sensibilities;
 - g. Promotion of adult-oriented businesses;
 - h. Solicitation of commerce unless generically referencing the promotion of commerce in Fountain Valley;
 - i. Promotion or advocacy for the sale or use of tobacco, alcohol, controlled substances, firearms or weapons;

- j. Conduct or encouragement of illegal activity;
 - k. Content that is not freely available to the public and is considered confidential by any Policy of the City, state or federal law;
 - l. Comments which lead to a violation of the Brown Act;
 - m. Information that may tend to compromise the safety or security of the public or public systems;
 - n. Content that violates a legal ownership of any interest; and/or
 - o. Comments containing specific or imminent threats.
- B. The City is authorized to restrict or remove any content that is deemed in violation of the above-listed prohibitions or any applicable law.
- C. Facebook users who repeatedly violate this policy may be banned from commenting or following the City's social media, if those features are available.
- D. This policy may be revised at any time.

IV. TERMS OF SERVICE OF SOCIAL MEDIA NETWORKING SITES

Each social networking source used by the City of Fountain Valley maintains a Terms of Service ("Terms") agreement. In addition to being bound to the provisions of this policy, all users of any City of Fountain Valley social media technology sources are bound by these "Terms," and the City of Fountain Valley reserves the right to report any user violation.

This CITY OF FOUNTAIN VALLEY PUBLIC USE SOCIAL MEDIA POLICY will be linked to from the City's social media platforms where possible.

V. RECORDS MANAGEMENT

Any content maintained in a social media format that is related to City business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure. Any articles and other content posted or submitted for posting are subject to public disclosure but are also subject to the City of Fountain Valley's privacy policy. Public disclosure requests must be directed to the owner of the social media site (e.g., Facebook, Instagram, Twitter, YouTube, etc.)

The City may engage an array of tools, including third-party software solutions, to archive social media for record retention purposes.

VII. SOCIAL MEDIA DEFINITION

Social Media and Web 2.0 – Social media and Web 2.0 are umbrella terms that define the various activities that integrate technology, social interaction and content creation. Through social media, individuals or collaborations of individuals can create web or

mobile content, organize content, edit or comment on content, combine content and share content. Social Media and Web 2.0 use a variety of web and mobile platforms.

Other terms for social media and Web 2.0 as reference in this document include "social networking service," "social networking source," "social media technology," "social media platform," "social media channels" and "social media site."

VI. SOCIAL MEDIA CONTROL

The City Manager shall retain authority to authorize the initiation of new social media platforms for the City. The City Manager may delegate this authority to another individual.

The City may delete any social media platform at will and without prior notice to users of that platform. The City Manager shall retain the authority to make decisions about deleting social media platforms.

If any social media platform used by the City is found to be in violation of federal, state or local law, the City may immediately delete that platform and its use of that platform.

PASSED, APPROVED and ADOPTED this 17th day of January, 2017, by the following vote:

AYES:	Brothers, McCurdy, Nagel, Vo, Collins
NOES:	None
ABSENT:	None
ABSTAIN:	None



Rick Miller, City Clerk

