

**CITY OF STOCKTON, CALIFORNIA  
CITY MANAGER ADMINISTRATIVE DIRECTIVE**

<b>Subject:</b>  <b>SOCIAL MEDIA USE POLICY, STANDARDS AND PROCEDURES</b>	<b>Directive No. MAN-45</b>	<b>Page No. 1 of 10</b>
	<b>Effective Date:</b> <b>01/25/16</b>	<b>Revised From:</b> <b>3/04/13</b>

**I**     **PURPOSE**

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, City of Stockton departments may consider using social media tools to reach a broader audience. Social media is the term used to refer to activities that integrate technology, social interaction, and content sharing. It allows people to connect and organize through various means, including RSS feeds, blogs, mashups, wikis, podcasts, photo- and video sharing.

The City has an overriding interest and expectation in deciding what is communicated on behalf of the City on social media sites. This policy establishes procedures for the use of social media technology for the City of Stockton, including:

- Defining appropriate social media tools, relevant laws and policies.
- Information about the appropriate use of social networking sites.
- Specific procedures for the upkeep and maintenance of each social media site.

**II**     **DESCRIPTION**

The term "social media" includes technologies, web-culture communities and hosted services, such as social-networking sites, video sharing sites, wikis, blogs and folksonomies, the semantic web and artificial intelligence. The City's use of social media may enhance civic engagement, including, but not limited to, permitting members of the public to comment using social media.

Social media sites are for limited subject matters and limited topics related to official City business only and are not intended to create a traditional public forum. Comments by members of the public on social media must directly relate to the subject matter of the particular social media or the comments may be removed pursuant to this Policy.

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**III     POLICY**

**A.     Scope**

This Policy applies to all City officials and employees and is applicable to any social media that is used by the City of Stockton, including City intranet and internet technologies, as well as social networking and other technology sites that are the property of an outside host or company.

**B.     General Provisions**

Establishing and maintaining social media:

1.     The City Manager's community relations designee must approve all City of Stockton social media sites.
2.     The City's website will remain the City's primary and most important internet presence.
  - a.     Whenever possible, content posted to the City's social media sites should first be made available on the City's website.
  - b.     Whenever possible, content posted to the City's social media sites should contain hyperlinks directing users to the City's official website for in-depth information, forms, documents or online services.
3.     The most appropriate social networking use for the City will generally fall into three categories:
  - a.     Disseminating time-sensitive information as quickly as possible.
  - b.     Promoting City messages to the widest possible audience.
  - c.     Targeting a particular demographic group or area of interest.
4.     Use of social media must further a specific purpose of the City as reflected in Council goals, strategic plans, business plans or communications plans.

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5. The department's director will be responsible for the content and upkeep (including maintaining and monitoring) of any social media site that the department creates.
6. Departments requesting to use social media must devote adequate resources to ensure it is maintained and managed over the lifetime of use in accordance with this Policy and all other applicable laws and policies.
7. Departments requesting to use social media must assign a department designee as a point of contact with the City Manager's Office. The department designee will be responsible for reviewing subject matter on the social media site(s) for consistency with this Policy and any administrative guidelines promulgated by the City Manager for as long as the technology remains in use and the department content is displayed.
8. The City's social media sites are subject to the California Public Records Act. Any content maintained in a social media format that is related to City business, including a list of subscribers and posted communication, is a public record.
  - a. The department maintaining the social media site is responsible for providing records that facilitate responding to requests for public records.
  - b. Such requests shall be handled in accordance with the City's Request for Public Records or Release of Information Policy (LAW-02). Content related to City business shall be maintained in an accessible format so that it may be produced in response to a request.
  - c. Social media sites should clearly state that any content posted or submitted for posting may be subject to public disclosure upon request.
9. California law and relevant City records retention schedules apply to social media formats and social media content.

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10. Users and visitors to each City social media site shall be notified that the purpose of social media sites is to serve as a means of communication between City departments and members of the public. Any articles, posts, or comments containing restrictive content shall be removed as soon as possible, as provided in the Posting Restrictions.
11. Any content that violates this Policy and is subsequently removed must be retained according to the Records Management Program (Records Retention Policy) CLERK-001. Records retained must include the time and date of the posting and the identity of the poster.
12. The City Manager's Office must approve all new social media tools proposed for City use.
13. Every City department or employee responsible for managing social media must be familiar with the terms of this Policy, including the responsibility to review subject matter submitted for posting to ensure compliance with the Policy.
14. The City will approach the use of social media tools as consistently as possible, across all departments.

**C. Related Policies**

All social media must adhere to the following City policies and directives:

1. Web Site Policy – MAN-44
2. Internet Access and Acceptable Use – IT-07
3. Information Technology Security Program – IT-09
4. Request for Public Records or Release of File Information – LAW-02
5. Records Management Program, Citywide – CLERK-001

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D. Commenter Guidelines and Responsibilities

These guidelines apply to all persons, including City employees, who comment on social media:

1. All Commenters

- a. Enrollment of commenters must be accompanied by valid contact information, including a name and e-mail address. The social media validates e-mail addresses based on login information and falsified e-mail addresses will not be allowed. To the extent the City has access to and control over names, addresses and valid e-mail addresses provided, the City will keep the information confidential, unless disclosure is necessary or required to investigate any acts of misconduct, pursuant to court order or pursuant to any applicable federal, state or local law.
- b. In the case of Internet technology that allows semi-anonymous posting, commenters may comment "semi-anonymously"; each commenter must provide valid contact information but if the commenter chooses to have his or her comment posted anonymously, he or she may do so.
- c. In order to assure compliance with the Ralph M. Brown Act, California's open meeting law, a member of a "legislative body" that is subject to the Brown Act (generally, the City Council, and City Boards, Commissions and Committees) must identify him/her self as such when posting a comment on social media. Moreover, a member of a legislative body must not post a comment if his/her posting could result in a quorum of the legislative body discussing, deliberating or taking action on a topic within the subject matter jurisdiction of the legislative body.
- d. The City reserves the right to ban commenters who consistently violate this Policy.

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2. City Employees

- a. City employees and officials are expected to demonstrate the highest standards of personal integrity, honesty and conduct in all activities in order to inspire public confidence and trust in City employees.
- b. If an employee posts any comment that violates this Policy or any of the City's policies, the employee may be subject to disciplinary action.
- c. Every employee should use his/her best judgment in determining the amount of time spent reviewing and/or participating in social media. On duty participation that interferes with the employee's ability to do the employee's job may be limited and/or denied. Any participation that is not related to an employee's job duties or that has not been made available for all City employees will not be considered official City business for that employee and should be done on the employee's own time.

E. Posting Restrictions

The City reserves the right to restrict or remove any subject matter that is in violation of this Policy or any other applicable law or policy. If a social media site allows comments from the public, it will allow only comments that are topically related to the particular subject matter of the technology and within the purpose of a limited public forum. The following subject matter will not be allowed for posting on City of Stockton social media:

1. Comments not topically related to the particular subject matter being commented upon;
2. Obscene or profane language, content or subject matter;

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3. 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.
4. Subject matter that threatens or defames any person or organization;
5. Sexually explicit content or links to sexually explicit or obscene content;
6. Solicitations of commerce;
7. Participating in or encouraging participation in illegal activity;
8. Information that compromises the safety or security of the public or public systems; or
9. Content that violates a legal ownership interest of any other party, including, but not limited to, intellectual property rights, copyright, trade secrets, trademarks and publicity rights.

**IV PROCEDURES**

**A. Requests for Use**

1. The City Manager's Office will maintain a list of social media tools which are approved for use by the City.
2. A request to use social media should be made by completing a "Social Media Use Request/Registration" form and forwarding the request to the City Manager's community relations designee.
3. The City Manager's Office will maintain a list of the City's social media sites, as well as the site login information. Department directors will be responsible for informing the City Manager's community relations designee of any administrative changes to existing sites.

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4. The City must be able to immediately edit or remove content from social media sites.

**B. Content Standards**

Every social media must, at a minimum, adhere to the following content standards:

1. Include an introductory statement which clearly specifies its purpose and subject matter.
2. Clearly indicate that it is maintained by the City of Stockton, include the City of Stockton logo, and prominently display contact information for the City of Stockton.
3. Include the following notice in a prominent place:

“The views of the individuals posting comments do not necessarily represent the views of the City of Stockton.”
4. Embedded hyperlinks to external sites must be identified, as such. Social media site must include the following disclaimer in a prominent place:

“The City of Stockton does not guarantee the authenticity, accuracy, appropriateness or security of links to other websites or the subject matter of such sites.”
5. Each social media site must post the following notice in a prominent place, instructing visitors how to request public records:

“This site may not be routinely monitored and, therefore, any requests for public records must be forwarded as instructed on the City of Stockton web site at [www.stocktonca.gov](http://www.stocktonca.gov).”

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6. Each social media site that allows public comment must contain the following notice in a prominent place:

“This site is intended to serve as a forum for communication between the public and the City of Stockton. Comments posted to this page will be monitored during regular business hours.

The City reserves the right to restrict or remove the following:

- comments not topically related to the particular subject matter being commented upon;
- obscene or profane language, content or subject matter;
- 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;
- subject matter that threatens or defames any person or organization;
- sexually explicit content or links to sexually explicit or obscene content;
- solicitations of commerce;
- participating in or encouraging participation in illegal activity;
- information that compromises the safety or security of the public or public systems; or
- content that violates a legal ownership interest of any other party, including, but not limited to, intellectual property rights, copyright, trade secrets, trademarks and publicity rights.”

7. Each social media site that allows public comment must post the Commenter Guidelines and Responsibilities, as provided in Policy III, section D. 1.

C. Monitoring

The subject matter of each social media site will be the sole responsibility of the department producing and using the social media.

1. Department directors will have primary responsibility to ensure

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adherence to this Policy and monitoring.

2. The department designee must monitor all postings and comments.
3. The department designee must review and evaluate periodically all subject matter and comments posted, including the linked subject matter of embedded hyperlinks.
4. The department designee will be responsible for monitoring and deleting all comments that are in violation of the City's comment policy, as described under Posting Restrictions.

APPROVED



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KURT O. WILSON  
CITY MANAGER



## Social Media Use Request/Registration

Please complete this form to request approval for establishing and activating a new social media site (e.g., Facebook, Twitter, Flickr, blogs, mashups, wikis, etc.). Requests can be made by email to [pio.account@stocktongov.com](mailto:pio.account@stocktongov.com) or by routing to the City Manager's Office, Attn: **Community Relations**. You will be notified by e-mail once the request has been registered and approved. Activation must not occur until approval is received.

Please note: If your request is approved, it is your responsibility to follow the City of Stockton Social Media Use Policy, Standards and Procedures and all related policies.

<b>SECTION A: REQUESTOR INFORMATION</b>		
Note: All requests should first be approved by your department Director.		
Requestor's Name:	Department:	Division:
Date of request:	Telephone:	E-mail:
<b>SECTION B: DEPARTMENT DESIGNEE (SITE ADMINISTRATOR) INFORMATION</b>		
Note: If this information on the program is not regularly updated, it may be removed.		
Designee (site administrator) Name:	Department:	Division:
Telephone:	E-mail:	
<b>SECTION C: TECHNOLOGY INFORMATION</b>		
Proposed site name and/or URL:		
Department and program technology supports:		
Date use of technology to begin:	Estimated end date:	
Note: Please attach the Strategic Initiative or Communication Plan this technology supports.		
<b>AUTHORIZING SIGNATURES</b>		
Department Director:	Date:	
City Manager (or designee):	Date:	
<b>TECHNOLOGY REGISTRATION</b>		
Once approval has been received, site may be activated. Please return signed, completed form with Technology Registration section completed.		
Site name and/or URL:	Date Activated:	
User Name:	Password:	
Authorized Updater(s):	New/Change Authorized Updater(s):	