



City of Riverside Administrative Manual

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Policy Owner(s): City Manager's Office,
Office of Communications

Approved:

Kaitlin Reiersen
Department
Michael D. Moore
City Manager

SUBJECT:

Guidelines for Social Media Usage

PURPOSE:

To address the fast-changing landscape of communication via the Internet and the way residents communicate and obtain information online, City of Riverside ("City") departments may consider using social media tools to reach a broader audience.

This policy establishes guidelines for the use of City Social Media Sites administered by City staff.

OBJECTIVE

- To maintain the integrity of the City's presence in Social Media and to ensure that Social Media is used appropriately and within City guidelines and policies.

POLICY:

- It is the policy of the City of Riverside that any use of Social Media shall conform to specific standards in terms of content and administration in order to ensure the approved sites meet appropriate professional standards.

DEFINITIONS

Social Media is defined as third-party websites which allow for the creation of content and dialogue around a specific issue or area of interest. Any communications on/through the City's social media is public record and is disclosable under the California Public Records Act.

City Social Media Sites are those pages, sections, or posting locations in Social Media websites that are established or maintained by an employee of the City who is authorized to do so as part of the employee's job, and that are used to conduct City business, communicate with City staff, and/or communicate with or gather feedback from residents and other interested parties.

City Social Media Content is information posted or provided to a City Social Media Site by a City employee (or authorized representative) when such activity or City business is a part of the employee's job duties.

GENERAL USE GUIDELINES:

- A. All City social media content posted by departments on official City accounts may be subject to review by the City Manager's Office, Office of Communications.
- B. Before creating a Social Media account on behalf of the City, staff shall meet with the Office of Communications to develop a Social Media strategy and Social Media plan.
 - i. The plan will address the commitment of resources as well as detailed direction needed to manage and maintain consistency within the account. The plan shall ensure all actions are in line with policy and the Office of Communications Social Media strategy.
- C. Social Media tools and usage on City networks must comply with all requirements established in the City of Riverside Administrative Manual 03.002.00 Technology and Use Security Policy (TUSP) and related procedures.
- D. The only appropriate uses of City Social Media Sites fall generally into two categories:
 - i. Disseminating time-sensitive information as quickly as possible (example: emergency information).
 - ii. General engagement of the public in City news, business, and activities.
- E. Wherever possible, content posted to the City 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 or engage with the City of Riverside.
- F. City departmental designees will be responsible for the content and upkeep of any City Social Media Sites their department creates.
- G. The City Social Media accounts are not responsible for others' original content that has been re-posted or shared on City Social Media by users not representing or acting on behalf of the City of Riverside.
- H. All City social media sites shall comply with all City policies and standards, including the Marketing Style Guide. Any exceptions shall be reviewed by the Office of Communications.
- I. All City social media accounts must be accessible and usable by people with the widest range of capabilities possible, including the integration of captions on videos. It is the responsibility of the social media administrator to ensure social media content is fully accessible regardless of platform functionality. 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. Any communications on/through the City's social media channels is public record and is disclosable under the California Public Records Act. The following guidelines shall be posted on each social platform, or link to a location where they can be found. City Social Media Site posts, articles, and comments containing any of the following forms of content shall not be allowed:
 - i. Comments not topically related to the particular social medium article being commented upon;
 - ii. Profane language or content;
 - iii. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, military or veteran status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
 - iv. Sexual content or links to sexual content;
 - v. Solicitations of commerce;
 - vi. Use of City resources, including Social Media sites and website, for campaign purposes;
 - vii. Conduct or encouragement of illegal activity;
 - viii. 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.

- J. 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. Social Media posts on official City Social Media Sites are considered public records and have written Social Media policies, Cal. Gov't. Code § 6252(e) .
 - i. The City reserves the right to restrict or remove any content that is deemed a violation of this social media policy or any applicable law.
 - ii. Any communications on/through the City's social media is public record and is disclosable under the California Public Records Act.
 - iii. The City will strive to consistently apply these guidelines enterprise-wide.
 - iv. All new Social Media tools or platforms proposed for City use by departmental public information authority will be approved by City Manager's Office of Communications or designee.

Administration of Social Media Sites

- A. Office of Communications will maintain a list of Social Media Sites which are approved for use by City departments and staff.
- B. Office of Communications will maintain a list of all City Social Media Sites, including login and password information for account security and continuity of City Social Media Site administration. Departmental public information representatives will serve as administrators on the account and other designees shall be deemed editors, where applicable. All users shall inform the Office of Communications of any new social media sites or administrative changes to existing sites by completing a request through the TechHub Communications Request portal
- C. The City must be able to immediately edit or remove content from City Social Media Sites, if necessary.

Naming of Sites

- A. When applicable, all platforms shall have consistent naming/domain names/handles across all platforms.
- B. When possible, all platforms shall be names City of Riverside, CA – (department name).

Elected Officials

- A. Elected officials will be briefed on the appropriate handling of all Social Media prior to taking office.
- B. The City of Riverside is not responsible for the creation, monitoring, or altering of Social Media accounts created by elected officials.
- C. Elected officials will have 30 days after leaving office to remove any official City of Riverside affiliation or copyrighted content from their Social Media pages to prevent confusion of misinformation to the public.

SOURCE OF AUTHORITY: City of Riverside Charter, Section 601

Attachments: None

Department Review			
Required	Department	Signature	Printed Name

<input type="checkbox"/>	City Attorney	
<input type="checkbox"/>	City Clerk	
<input type="checkbox"/>	CEDD	
<input checked="" type="checkbox"/>	Ofc. of Communications	Kaitlin Reierson
<input type="checkbox"/>	Finance	
<input type="checkbox"/>	Fire	
<input type="checkbox"/>	General Services	
<input type="checkbox"/>	Housing	
<input type="checkbox"/>	Human Resources	
<input type="checkbox"/>	IT	
<input type="checkbox"/>	Library	
<input type="checkbox"/>	Museum	
<input type="checkbox"/>	Ofc. of Homeless Solutions	
<input type="checkbox"/>	Parks, Rec & Comm Svcs	
<input type="checkbox"/>	Police	
<input type="checkbox"/>	Public Utilities	
<input type="checkbox"/>	Public Works	