



# ADMINISTRATIVE INSTRUCTION

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**SUBJECT:** Use of Online Social Media

**NUMBER:** II-4-16

**EFFECTIVE DATE:** August 10, 2010

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## I. Purpose

The City of Santa Monica has an overriding interest in deciding what is spoken on behalf of the City on Social Media Sites. To further that interest, this Administrative Instruction sets guidelines for City departments to establish Social Media Sites and for the use of City Social Media Sites by City employees.

The City will approach the use of Social Media Sites as consistently as possible, and be cognizant of citizens' expectations that all communication with the City is useful, informative and serves a purpose.

## II. Scope

This Administrative Instruction applies to all City employees who use Social Media Sites in a professional capacity. This Administrative Instruction is adopted consistent with Administrative Instruction II-4-11, Employee Acceptable Use of Computer Equipment, Networks, Internet and Intranet and may be revised at any time.

## III. Definitions

- A. **City** – The City of Santa Monica.
- B. **City Manager** – The City Manager of the City of Santa Monica, or his or her designee(s).
- C. **City Social Media Site** – A Social Media Site that any City department establishes, manages or maintains, or causes to be established, managed or maintained, on behalf of the City, to serve the public, regardless of whether or not the City owns the servers, equipment, network or software platform on which such site resides.



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- D. **Conditions of Use** – Exhibit A, attached hereto and incorporated by this reference, which sets rules and regulations for the use of City Online Systems.
- E. **Content** – Any information, data, text, music, sound, photographs, graphics, video, messages, or other material posted on a City Social Media Site.
- F. **Designated Employee** – Any City employee designated by a department head to establish, manage or maintain a City Social Media Site.
- G. **Service Provider** – Any person or entity that owns, operates or maintains a Social Media Site. A person or entity that maintains a specific page on a Social Media Site is not a Service Provider for the purposes of this Administrative Instruction.
- H. **Social Media Site** – A website containing Content designed to be disseminated through social interaction, which allows the creation and exchange of user-generated Content. Examples of Social Media Sites include Facebook, Twitter, Wikipedia, MySpace, YouTube, LinkedIn or Flickr.

## **IV. Policy for Establishment and Use of Social Media on behalf of the City**

- A. The City of Santa Monica website at [www.smgov.net](http://www.smgov.net), or any successor website, will remain the City's primary and predominant Internet presence. Wherever possible, City Social Media Sites should link back to the City of Santa Monica website for forms, documents, online services and other information necessary to conduct business with the City.
- B. No City Department may establish a City Social Media Site without the prior approval of the City Manager.
- C. If any department establishes a City Social Media Site, the department head shall designate at least one City employee in his or her department to manage and maintain the City Social Media Site.



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- D. The department head shall promptly notify the Information Systems Department whenever any Designated Employee in his or her department separates from employment with the City, and the Information Systems Department shall remove the separated employee's administrative rights to any City Social Media Sites.
- E. Any City employee or department that established a City Social Media Site prior to the adoption of this Administrative Instruction shall transfer ownership of such site to the City.
- F. The Information Systems Department shall post the Conditions of Use at [www.smgov.net/conditionsofuse](http://www.smgov.net/conditionsofuse).
- G. Any City employee, other than a department head or a Designated Employee, creating Content on behalf of the City must obtain written authorization from his or her department head or a Designated Employee. No City employee may represent that he or she is speaking on behalf of the City unless authorized to do so consistent with the terms of this Administrative Instruction.
- H. Unless the Information Systems Department determines it is technically infeasible, each Designated Employee shall prominently post the following language on his or her department's City Social Media Site:
- (Insert Department) is a department of the City of Santa Monica, [www.smgov.net](http://www.smgov.net). In addition to the Service Provider's terms or conditions of use, users of this site agree to the City's policies regarding Social Media Sites and the Conditions of Use, which may be found at [www.smgov.net/conditionsofuse](http://www.smgov.net/conditionsofuse). This site is intended to serve as a mechanism for communication between the public and (Department) on the topics posted on the site by the City. Any comment posted on this site is solely the opinion of the person posting such comment.
- I. Unless the Information Systems Department determines it is technically infeasible, each Designated Employee shall prominently post the following language on his or her department's City Social Media Site:



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Requests for emergency services should be made by calling 911. Any request for non-emergency City services must be sent to the appropriate City department. Department contact information may be found at the City's website, [www.smgov.net](http://www.smgov.net), at the City Hall Information Desk, or by calling City Information line at (310) 458-8411. Users of this site agree to release the City from any liability for not responding to a request for service that is made via this site, but not made directly to the proper City department.

If the Information Systems Department determines it is technically infeasible to post such language, each Designated Employee shall use his or her best efforts to respond to a request for service by directing the person making the request to the City's website, the City Hall Information Desk, or the City Information line.

- J. Unless the Information Systems Department determines it is technically infeasible, each Designated Employee shall ensure that the City logo is prominently displayed on his or her department's City Social Media Site, consistent with the City Manager's policy on City logo use.
- K. The Assistant to the City Manager for Community and Government Relations, or such other person designated by the City Manager, will provide general oversight of Social Media Content for compliance with this Administrative Instruction and to ensure that the Content serves the interests and goals of the City. The responsibility for providing content that meets City standards and supports department goals, and removal of content that is posted in violation of the Conditions of Use, rests primarily with the department and their Designated Employees.
- L. Any City employee may report Content which violates the terms of use of any Service Provider, and such Content may be removed by the Service Provider in accordance with its terms of use. A Service Provider may delete Content that intimidates or harasses, or is intended to do so, or Content that is hateful, threatening, or pornographic, may be a violation of the terms of use of a Service Provider, and the Service Provider may also terminate the account of the user posting such Content.



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- M. Any Employee may request the removal of any Content posted on his or her department's City Social Media Site that violates this Administrative Instruction, the Conditions of Use or any applicable law. The City Attorney's Office and the Information Systems Department shall approve or deny such request. The City shall retain any removed Content for five days, and shall include the time, date and identity of the Content creator, when available.
- N. Each Designated Employee shall ensure that information on his or her department's City Social Media Site is current and accurate.
- O. Any Content on any City Social Media Site 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 under the California Public Records Act.

## V. Procedures and Responsibilities

### *Procedure for establishing a social media site*

### *Responsible Person(s)*

1. Prepare a request for creating a City Social Media Site and submit to the ISD Help Desk for processing. [Form is attached and available on [e-Desk](#), under ISD Online Forms]

Department Head

2. Approve or deny request for creating a City Social Media Site. If request is denied, identify reasons for denial and return to Department Head.

City Manager's Office

3. Forward approval to ISD

City Manager's Office

4. Establish City Social Media Site.

ISD



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## ***Procedure for establishing a social media site***

## ***Responsible Person(s)***

5. Work with ISD to provide pertinent information for the access and management of the Social Media Site. If necessary, create a username or account with the Social Media Site.

Designated  
Employee(s)/ISD

6. Grant administrative rights for the City Social Media Site to the Designated Employee(s).

ISD

7. Manage and maintain City Social Media Site.

Designated Employee(s)

## ***Procedure for Removing Inappropriate Content***

## ***Responsible Person(s)***

1. Report Content in violation of Service Provider's terms of use to Service Provider.

Designated Employee(s)

2. If Service Provider does not remove Content, or if there is no Service Provider for the City Social Media Site, forward request to remove Content in violation of the City's Conditions of Use to the City Attorney's Office and Information Systems Department for review.

Designated Employee(s)

3. Approve or deny request to remove Content, and inform requesting Designated Employee of decision.

City Attorney's Office/ISD

4. If request to remove Content is approved, remove such Content and retain it for five days and then delete it.

Designated Employee(s)



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## ***Procedure for Removing Designated Employee***

1. Notify ISD when a Designated Employee separates from employment with the City. If necessary, identify new Designated Employee(s).
2. Remove the administrative rights of the separated Designated Employee. If necessary, grant administrative rights to new Designated Employee(s).

## ***Responsible Person(s)***

Department Head

ISD

## ***Procedure for oversight and compliance***

1. Provide oversight and policy compliance review.

## ***Responsible Person(s)***

City Manager's Office/ISD

## **VI. Authorized By**

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Rod Gould  
City Manager