

COUNCIL POLICY

<u>SUBJECT:</u> Social Media for Public Use	<u>POLICY NO.:</u> 104-19	<u>DATE ADOPTED:</u> a) 04/15/2019
	<u>AUTHORITY:</u> a) Resolution No. CC-1904-021	

THE SOCIAL MEDIA SITES ARE *NOT* MONITORED IN REAL TIME. IF YOU HAVE AN EMERGENCY OR KNOW OF A CRIME IN PROGRESS, PLEASE CALL 911 IMMEDIATELY.

PURPOSE:

The purpose of the City of Lawndale’s City Social Media sites (e.g. Facebook, YouTube, LinkedIn, Instagram, etc.) is to provide content to community members about City services, events, programs and activities. Questions, comments, and concerns are welcomed and encouraged. However, please note our social media sites are moderated online discussion sites and is designated as a limited public forum.

This Social Media Policy for Public Use (“Policy”) establishes guidelines for anyone who accesses, views, comments and interacts with the City through City Social Media sites (can include, but not limited to: Facebook, YouTube, etc.). The intended purpose behind establishing City Social Media sites is to disseminate information from the City, about the City, to its residents. The City has an overriding interest and expectation in deciding what is posted or communicated on behalf of the City on City Social Media sites.

To promote respectful discussion within this forum, we request that you be courteous, responsible and productive. By interacting with the City through any and all City Social Media sites, you agree to abide by this Policy. If you do not agree to the terms and conditions of this Policy, do not view or post any content.

POLICY:

1. By viewing, accessing, interacting and/or posting content on City Social Media sites, you agree, without limitations or conditions, to abide by the terms and conditions of this Policy and any other terms of use required by the company that owns and operates the social media site.

2. The City reserves the right to restrict or remove any content that is deemed in violation of this Policy or any applicable law. Any content removed based on these guidelines must be retained by City for a reasonable period of time, including the time, date, and identity of the poster, when available. The City further reserves the right, in its sole and absolute discretion, to discontinue the City of Lawndale’s social media page or any other social media outlet if it determines such action is in the City’s best interest in meeting its goals of communicating with the community, as technology and social media platforms change and evolve.

3. These guidelines must be displayed to users or made available by hyperlink.

4. The City will approach the use of Social Media tools as consistently as possible, enterprise wide.

5. The City's official website (<http://www.lawndalecity.org>) will remain the City's primary and predominant internet presence.
6. All City Social Media sites shall adhere to applicable federal, state, and local laws, regulations and policies.
7. City 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, posted communication, and communication submitted for posting, may be a public record subject to public disclosure or subject to discovery under pending litigation.
8. This Social Media Policy may be revised at any time in the City's sole and absolute discretion.
9. Comments on topics or issues not within the jurisdictional purview of the City, or in violation of this policy, may be removed.
10. The City reserves the right to deny access to City social media sites for any individual who violates the City's Social Media Policy, at any time, without prior notice.
11. The City does not endorse commercial entities, products, services, or other non-City or non-governmental organizations or individuals through social media. Any references to such on City Social Media sites are solely for informational purposes or posted by the social media provider, not the City.

COMMENT POLICY:

For purposes of this Policy, "comments" include information, articles, pictures, videos or any other form of communicative content posted on any City Social Media sites.

1. A comment posted by a member of the public is the opinion of the commentator or poster only. Unless expressly authorized, the comment does not constitute any official opinion or position of the City of Lawndale government or its officials, officers, agents and employees. In no event shall the City be liable to or for anyone for any comment, material, opinion, position or decision made or action taken in reliance on information on the social media site.
2. Consistent with the purpose of this Limited Public Forum, the City of Lawndale reserves the right to moderate, monitor, remove, prohibit, restrict, block, suspend, terminate, delete, discontinue or reject comments and access to comments if they include, but not limited to the following:
 - Comments that contain offensive, obscene, inflammatory, unlawful, threatening, harassing, illegal, defamatory, hateful, slanderous, abusive or hostile language towards any individual or entity.
 - Comments that contain personal attacks of any kind or calls-to-action for attacks on specific person or group.
 - Comments that contain offensive remarks that perpetuate discrimination on the basis of race, creed, ethnicity, color, age, religion, gender, marital status, political beliefs, national origin, physical or mental disability, sexual orientation, or status with regard to public assistance, as well as, any other category protected by federal, state, or local laws.
 - Comments that contain spam or include links to other sites, to include; malicious software or sites; pornographic, provocative or sexually explicit content or material.

- Comments that are off topic.
- Comments that advocate illegal activity.
- Comments that promote or endorse particular services, products, political organizations, campaigns, candidates, or ballot measures.
- Comments that infringe on intellectual property.
- Comments that contain personally identifiable, confidential or private information. This refers to information that can be used to distinguish or trace an individual's identity, either alone or when combined with other personal or identifying information that is linked or linkable to a specific individual. To protect your privacy, please do not share personal information.

The above list is not necessarily all-inclusive. The City reserves the right to remove or restrict any post or comment that violates the purpose or spirit of the Social Media Policy for Public Use.

3. By posting content, a user agrees to indemnify and hold harmless the City of Lawndale, their officials, officers, agents and employees, against any damages, losses, liabilities, judgments, causes of action, costs or expenses (including reasonable attorneys' fees and costs) arising out of any claim by a third party relating to any material user has posted on the City of Lawndale Facebook page or any other social media site.

4. All comments posted to Facebook or any other social media site are also bound by its specific use policy, and the City reserves the right to report any violation of Facebook's or any other social media sites use policy with the intent of taking appropriate and reasonable responsive action.

5. If you have any questions concerning the operation of this on-line moderated discussion site, please contact the City Clerk at (310) 973-3200.