

TOWN OF DANVILLE
SOCIAL MEDIA POLICY

Purpose

Tools used by the public to communicate and obtain information have shifted towards social media, defined as “web-based and mobile technologies to integrate social interaction and content creation.” The Town of Danville (“Town”) encourages the use of social media to further its goal of communicating with the public about Town programs, projects, policies and other efforts. This policy establishes guidelines for the use of social media.

General

1. The Town's website (<http://www.danville.ca.gov>) is the Town's primary Internet presence, serving as the main hub of online activity and establishing the legitimacy of the Danville “brand” for all affiliated Town managed web sites and platforms.
2. Social media is used as an informational channel to increase the Town's ability to broadcast messages about Town efforts, co-sponsored activities, special events and as a secondary emergency notification source to the widest possible audience.
3. Articles, posts and comments on the Town’s social media channels containing any of the following forms of content shall not be allowed and shall be removed as soon as possible:
 - a. Profane language or content
 - b. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, national origin, physical or mental disability or sexual orientation
 - c. Sexual content or links to sexual content
 - d. Solicitations of commerce
 - e. Conduct or encouragement of illegal activity
 - f. Information that may compromise the safety or security of the public or public systems
 - g. Content that violates a legal ownership interest of any other party
 - h. Comments relating to political campaigns, candidates or ballot measures
4. These guidelines shall be displayed to users or made available by hyperlink on the Town’s website. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available, in accordance with the Town’s policy on the retention of such information.
5. All social media tools used by the Town shall be approved by the Town Manager or designee.
6. The Town of Danville reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.

Acceptable Uses of Social Media

1. Events and programs co-sponsored by the Town or those which the Town is providing support for in some manner (such as those held on Town property, those with Town approved street closures or those receiving some financial assistance from the Town) can be posted to Town social media.
2. Businesses or other entities which are designated sponsors of events described above can be identified and added to a posting regarding the event. Town social media channels will not cross-link with for-profit businesses nor promote such businesses in relation to their sponsorship of an event (e.g., “liking” the business on Facebook or “following” on Twitter).
3. The Town may allow links to websites and social media channels of other organizations if the information is consistent with the purpose and goals of the Town of Danville and its social media policy.
4. Social media will NOT be the primary tool used for disseminating emergency information. The CWS (Community Warning System) will remain the primary source of that information.

Social Media Posting Procedures

1. Wherever possible, content posted to the Town’s social media sites will contain hyperlinks directing users to the Town’s website and (where possible) also be made available on the Town’s website in a timely manner. The Public Information Coordinator will be responsible for posting content, upkeep and monitoring of any social media site operated by the Town.
2. Use of the Town’s social media sites shall comply with all applicable Town policies and procedures, including, but not limited to, the Town’s conflict of interest code, personnel policies and applicable ethics rules.
3. The Town’s social media sites are subject to the California Public Records Act and Proposition 59, amending Article 1, Section 3 of the California Constitution. Any content maintained in a social media format that is related to Town business, including a list of subscribers and posted communication (with certain exceptions), is a public record. The Department maintaining the site is responsible for responding completely and accurately to any public records request for public records on social media; provided, however, such requests shall be handled in collaboration with the City Attorney.
4. California law and relevant Town records retention schedules apply to social media formats and social media content. Unless otherwise addressed in a specific social media standards document, staff maintaining a site shall be responsible for records retention and accessibility according to approved retention schedule.

Administration of Town of Danville Social Media Sites

1. The Public Information Coordinator, Assistant to the Town Manager and Information Technology Division shall maintain a list of the Town’s social media sites, including login and password information. Wherever possible, the account login should be associated with a shared Town account and not with an individual.

2. For each social media platform approved for use by the Town operational and use guidelines, shall be developed and maintained, including standards and processes for managing accounts on social media sites and branding standards
3. Posting standards for each approved social media are listed in Appendices A-E.
4. The following standards have been established throughout all social media platforms:
 - a. Photos and Video
 - i. The department's director or designee shall be responsible for providing the photographic and video content.
 - ii. The department must secure the right to use photos or video from the author or owner if the content was not produced by the department or any other Town department. The department must also secure any waivers from individuals depicted in photos or video if required by generally applicable Town policy or law.
 - iii. Links to external photos or video are permitted, but it may only be used when content is relevant and necessary approvals, such as copyright, are received.
 - iv. Photo and video quality shall be as high definition quality as possible.
 - v. Comments posted to these sites must be monitored.
 - vi. Videos may be submitted to hosting sites such as YouTube, Vimeo or an approved social media platform.
 - vii. The ability for fans to post photos, videos and links shall be turned off unless otherwise directed by the Town Manager or designee.
 - b. Responses in Non-Town Approved Platforms
 - i. In selected circumstances it may be appropriate for the Town to respond to false information on a variety of social media platforms. These responses should be done in a timely fashion and provide the public with factually accurate information without expressing opinions or engaging in policy discussions.
 - ii. The Town shall respond to information on social media sites other than those established by the Town only when determined to be reasonably necessary to correct misinformation and/or protect the Town's property, reputation, and/or employees.
 - iii. The Public Information Coordinator or its designee shall deem if a response is necessary and post the approved response.
 - iv. The Town shall only respond to forums or blogs that are affiliated with a local news publisher (e.g., Contra Costa Times, Danville Patch and DanvilleSanRamon.com).
5. Prior to the Town Manager's approval of the use of new social media platforms, Town staff shall review and consider the following criteria:
 - a. Organizational productivity
 - b. Network bandwidth requirements and impacts
 - c. Reputational risk to personnel
 - d. Potential for exposure or leakage of sensitive or protected information such as copyrighted material, intellectual property, personally identifying information, etc.
 - e. Potential for malware introduction into the organization's IT environment.
 - f. The potential use of "other than government" sections of Social Media web sites.

Approved by the Town Manager on July 14, 2011. Revised on October 10, 2013 and April __, 2015.