



CITY OF SAN RAFAEL POLICIES AND PROCEDURES

Policy No.	
Subject:	Social Media Use
Resolution No.:	
Issue Date:	July 14, 2011
Prepared By:	Dan Fink, Police Lieutenant
Approved By:	Nancy Mackle, City Manager

SOCIAL MEDIA USE POLICY

PURPOSE:

The City of San Rafael recognizes that using social media sites such as Facebook, YouTube and Twitter can enhance communication with members of the public. The purpose of this policy is to establish guidelines for setting up and maintaining a City-business related social media site.

RESPONSIBILITY:

All City Departments, Divisions, and City Officials.

REFERENCES:

- Computer Access Policy
- Employee Political Activities Policy
- Policy Against Harassment, Discrimination, and Retaliation
- Website Link Policy

POLICY:

Social media technologies are internet-based tools for sharing and discussing information, images, audio and video. The City of San Rafael can use social media to enhance communication with residents, businesses, and community organizations. By developing a large and diverse audience, building relationships, and engaging the community, the effective use of social media can help the City of San Rafael to further the mission of the City and its departments in providing customer service and communication.

PROCEDURE:

Site Set-Up:

Employees wishing to establish a new social media site for your department should:

- Discuss the idea and obtain approval from your Department Director.
- Plan the following before setting up a new site:
 - Overview and goals for the site
 - Target audience
 - Measurements for success

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- Ongoing plan for site maintenance (inc. who, how often, and how much time it will take)
 - Whether or not the profile/site will allow for comments (if that is a setting available)
 - Any subscription costs, if applicable
 - Consider account information:
 - A generic, non-person-specific email address (e.g. parks@cityofsanrafael.org) to sign up for the account
 - A secure password
 - If the department has multiple accounts, try to use the same username for all accounts.
 - Share the log-in information with your department director and other relevant staff.
 - Notify IT and the PIO of your new site, along with a link.

Site Management:

Although multiple people may post to a social media site if the department deems it appropriate, the overall management of social media sites should be assigned to one person with at least one back-up. Profile management time should be set aside during the workday.

Profile Standards:

In general, follow the guidelines below:

- *Profile Name:* Whenever possible, clearly identify the department and the City of San Rafael
- *Profile Images:* Please choose images that relay information about the profile's purpose
- *Location:* San Rafael, California
- *Contact Info:* List address, phone, email, and other contact options as available
- *Website:* When asked for a website URL, use your department's homepage
- *Mandatory Guidelines for User-Generated Content:* Somewhere on every social media site, you must link to the City's Guidelines for User-Generated Content (e.g. at the end of your biography or in the Links add "Posting Guidelines: <http://cityofsanrafael.org/postingguidelines>.")

Tips:

- Look to other experienced departments as resources as you work with social media.
- Update frequently. Regularly check to make sure content is current and appropriate. If your site allows for user comments, develop a system for responding in a timely manner.
- Use good judgment in responding or not responding to comments from the public. Respond to both praise and complaints.
- Be careful not to violate the City's privacy, confidentiality, and legal guidelines. Refrain from publishing material that is private or internal to the City and do not comment on legal or personnel matters.
- Act in a transparent and truthful manner. Be thoughtful and review content thoroughly. If a mistake is made, be upfront and quick with a correction.

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- Make it clear what you will be posting so that you will get users who are most interested in that type of information.
 - When posting about the City, be upfront about who you are and your position with the City.
 - Speak as "I," not "X Department." Speak as a person and be friendly, just as you would in a face-to-face conversation.
 - Be professional. While being friendly and personal, remember that you are representing the City and how important it is that you do so in a professional way.
 - Post accurate information and assume responsibility for information, spelling, grammar, link, and data checking for anything you post.
 - Add photos, videos, links, and audio to your posts and updates as often as possible as that raises the visibility of what you've written
 - Offer value to our community through topical posts, relevant news items, and helpful tips. Consistent high-quality information will garner a set of readers automatically.

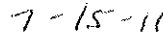
ATTACHMENTS:

A. Social Media Website Posting Guideline

APPROVED BY:



Nancy Mackle, City Manager



Date



SOCIAL MEDIA WEBSITE POSTING GUIDELINES

[This first section will also be posted on the City website at <http://cityofsanrafael.org/postingguidelines>. All City social media sites need to link to these guidelines.]

Guidelines for User-Generated Content

The City of San Rafael encourages you to interact with us. Please be aware that information posted using social media sites may be recalled as a public record. Information posted using social media is stored only by system service providers. The City's policy is not to retain social media content.

Content posted to City of San Rafael websites, social media sites, or other web presences that contain any of the following will be removed:

- Comments not topically related to the particular content being commented upon;
- Comments advocating for or against candidates or ballot measures;
- Profane language or content;
- 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;
- Sexual content or links to sexual content;
- Solicitations of commerce;
- Conduct or encouragement of illegal activity;
- Information that may compromise the safety or security of the public or public systems;
or
- Content that violates a legal ownership interest of any other party

Additional Guidelines for Staff-Generated Content

All material posted by staff must adhere to the above Guidelines for User-Generated Content, as well as to existing City of San Rafael policies for staff such as, but not limited to:

- [Computer Access Policy](#)
 - [Employee Political Activities Policy](#)
 - [Policy Against Harassment, Discrimination, and Retaliation](#)
 - [Website Link Policy](#)
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