



LOCAL AGENCY FORMATION COMMISSION OF NAPA COUNTY

Policy on Social Media Use

Adopted: October 3, 2011

I. Background

The Cortese-Knox-Hertzberg Local Government Reorganization (“CKH”) Act of 2000, pursuant to California Government Code Section 56300, directs the Commission to exercise its regulatory and planning responsibilities consistent with its written policies and procedures. The Commission is also directed under subsection (f) to maintain an internet website to ensure pertinent agency information is readily available to the public; a provision consistent with a key premise underlying CKH for commissions to improve engagement with citizens in their respective jurisdictions. Further, subsequent to CKH’s enactment in January 1, 2001, advances in internet-based programs have significantly expanded the type and scope of social media tools available in engaging the public. Several of the new social medial tools or sites are now commonly used by public agencies to promote government information and services to a continually increasing audience.

II. Purpose

The purpose of this policy is to provide clear and concise direction to Commission staff regarding the appropriate use of authorized social media sites in disseminating information to the public. This includes establishing standards and protocols in managing authorized social media sites to help ensure appropriate decorum is continuously maintained in communicating with the public.

III. Policy Statement

The Commission shall use authorized social media sites to maintain and enhance effective communication with Napa County agencies and all members of the public. This policy shall be reviewed on a regular basis to ensure consistency with industry practices.

IV. Administration

- A) The Executive Officer shall be responsible for maintaining user accounts and passwords for all social media sites authorized by the Commission for use by staff. The Executive Officer or designee will be responsible for posting, monitoring, and removing content consistent with this policy.
- B) This policy shall be implemented in conjunction with all related administrative policies adopted by the Commission or as applicable through the Commission’s contract with the County of Napa for staff support services. This includes, but is not limited to, complying with the County’s policies concerning the use of computers pursuant to County Policy Manual Section 31A.

- C) The Commission shall exercise discretion in reconciling inconsistencies or conflicts between Commission and County policies as it relates to the use of social media sites.

V. Compatibility with Website

- A) The Commission's website (<http://napa.lafco.ca.gov>) shall continue to serve as the agency's primary and predominant internet presence. Towards this end, whenever possible, content posted on the Commission's social media sites will also be made available on the agency website.
- B) Content published by staff on the Commission's social media sites shall not be offered in lieu of information on the agency's website. The Commission's social media sites shall all contain hyperlinks to the agency's website.

VI. Records Retention

- A) Posts published by staff on the Commission's social media sites will be archived and managed in accordance with the agency's Records Retention Policy.
- B) Posts published by visitors on the Commission's social media sites are deemed transitory in nature and are not considered records under CKH.

VII. Disclaimer Notice

- A) The Commission's social media sites shall all include a disclaimer notice informing visitors that all postings must comply with content standards as they are outlined in Section VIII.C. This include advising visitors that the Commission disclaims responsibility and liability for any materials the agency deems inappropriate for posting that cannot be removed in an expeditious and otherwise timely manner.

VIII. General Content Standards

- A) The Executive Officer or designee shall regularly monitor the Commission's social media sites to ensure content standards as established in this policy are continually maintained.
- B) The Commission's social media sites shall notify visitors the intended purposes of the sites are to facilitate communication between the Commission and the public. Sites must provide clear statements of the discussion topics introduced for public comments so that the public is aware of the limited nature of the discussion and that inappropriate posts are subject to removal.

C) The Executive Officer or designee shall remove any postings, comments, or other communications on its social media sites that are deemed inappropriate if any of the following forms of content are present:

- (1) Profane language or content;
- (2) Content promoting, fostering, or perpetuating discrimination on the basis of race, creed, color, age, religion, gender, sexual orientation, marital status, status with regard to public assistance, national origin, genetic information, or physical or mental disability;
- (3) Sexual content or hyperlinks to sexual content;
- (4) Comments in support of or opposition to political campaigns or ballot measures;
- (5) Solicitations of commerce;
- (6) Conduct or encouragement of illegal activity;
- (7) Information that may compromise the safety or security of the public or public infrastructure; and
- (8) Content violating a legal ownership interest of any other party.

IX. Authorized Social Media Sites

A) The social media sites authorized by the Commission for use by staff are identified by their short-term designation below and corresponding address.

- (1) Facebook / <http://facebook.com>
- (2) Twitter / <http://twitter.com>

X. Specific Standards and Protocols for Authorized Social Media Sites

A) Facebook

- (1) The Executive Officer shall hold and maintain the Commission's Facebook account. Account information, including the password, will be kept by the Executive Officer and registered to his or her work e-mail address.
- (2) The Commission will have only one Facebook account.
- (3) Postings and all related applications, including "likes," will not be added to the Commission's Facebook page(s) without the approval of the Executive Officer or designee.
- (4) The Commission's Facebook page(s) will be described as "government" and depict the agency's adopted logo and mission statement in the introduction box. The following description will be included on each Facebook page:

“This is an official Facebook page of LAFCO of Napa County. More information about LAFCO is available on our agency’s website, <http://napa.lafco.ca.gov>. This page is intended to facilitate broad and enhanced communication between LAFCO and the public and compliment and direct visitors to the agency website.”

- (5) The Executive Officer will determine when to turn on the comment option on the Facebook page(s). If comments are allowed, the Facebook page(s) shall include the following disclaimer on content:

“Comments posted to this page will be monitored and inappropriate content will be removed as soon as possible consistent with the agency’s Policy on Social Media Use [hyperlink to view policy included]. LAFCO disclaims responsibility and liability for any inappropriate postings that cannot be removed in an expeditious and otherwise timely manner.”

- (6) The Executive Officer or designee shall monitor comments on the Facebook page(s) no less than once a week. If monitoring is not available, the Executive Officer or designee shall turn off the comment option.
- (7) The Executive Officer or designee may add photographs or videos to the Facebook page(s). However, all postings of photographs or videos of the public must be accompanied by written waivers of the affected individuals.
- (8) Visitors to the Facebook page(s) shall not be allowed to post photographs, videos, or hyperlinks. Notification will be provided through a disclaimer.

B) Twitter

- (1) The Executive Officer shall hold and maintain the Commission’s Twitter account. Account information, including the password, will be kept by the Executive Officer and registered to his or her work e-mail address.
- (2) The Commission will have only one Twitter account.
- (3) Postings and retweets will not be added to the Commission’s Twitter page without the approval of the Executive Officer or designee.
- (4) The Commission’s biography summary on its Twitter page will include a hyperlink to the agency’s website along with the following disclaimer:

“This is an official Twitter page of LAFCO of Napa County. More information about LAFCO is available on our agency’s website, <http://napa.lafco.ca.gov>. This page is intended to facilitate specific and enhanced communication between LAFCO and the public by immediately disseminating interesting and important information.”

- (5) Postings and retweets shall be relevant, timely, and informative. Postings shall also remain professional and incorporate proper grammar and avoid the use of jargon or abbreviations.