

1. Content that is serious in nature, such as a health and safety emergency, natural disaster or political topic, must first be approved by the City Manager or a police department or fire department incident commander.

(b) City social media sites and/or blogs shall clearly state that such sites are maintained by the City and that the sites are subject to the posted disclaimer(s).

(c) City social media sites and/or blogs shall link back to the City's official website for forms, documents, online services and other information necessary to conduct business with the City, as needed.

(d) The City's Social Media User Group shall monitor content on City social media sites and/or blogs to ensure adherence to both the City's Social Media Policy and the interest and goals of the City.

(e) The City shall use social media sites as consistently as possible and in conjunction with other established City communication tools.

(f) City social media sites and/or blogs shall be managed consistent with the Brown Act. Members of the City Council and City Commissions and Boards shall not respond to any published postings, or use the site or any form of electronic communication to respond to, blog or engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the body. Staff shall manage City social media sites in a manner that avoids or eliminates a potential violation of the Brown Act.

(g) The City reserves the right to terminate any City social media site at its discretion and at any time without notice.

(h) The City reserves the right to remove or restrict any content that is deemed to violate the Social Media Policy or any applicable law, rule, regulation, or policy.

(i) City social media sites and/or blogs shall comply with usage rules and regulations required by the site provider, including privacy policies.

(j) The City's Social Media Policy shall be displayed on the City's intranet for employee reference.

(k) All City social media sites and/or blogs shall adhere to applicable federal, state and local laws, regulations and policies.

(l) City social media sites and/or blogs are subject to the California Public Records Act. Any content maintained on a City social media site that is related to City business, including a list of subscribers, posted communication, and communication submitted for posting, may be considered a public record subject to public disclosure. Content related to City business must be maintained in an accessible format so that it can be produced in response to a request. Content on social media sites may be subject to the City's record retention policy.

(m) Employees representing the City on City social media sites and/or blogs shall conduct themselves at all times as a professional representative of the

City and in accordance with all City policies and procedures. Employees that fail to conduct themselves in an appropriate manner may be subject to discipline up to and including termination.

(n) Users and visitors to the City's social media sites shall be notified that the intended purpose of the site is to serve as a means of communication between the City and members of the public. City social media site articles, blogs, posts, and comments containing any of the following forms of content shall not be allowed and the City reserves the right to remove any of the following: obscene language; sexual content or references; threats or defamation of individuals or organizations; violations of legal ownership of another party; statements in support of or opposition to political candidates or causes; the promotion of illegal activity; commercial services or products; and comments not related to the particular posting topic.

(o) All City social media sites and/or blogs shall use authorized City contact information for account set-up, monitoring and access.

(p) The City reserves the right to change, modify, or amend all or part of this policy at any time.

(q) City social media sites and/or blogs may contain content, including but not limited to, advertisements or hyperlinks over which the City has no control. The City does not endorse any hyperlink or advertisement placed on City social media sites and/or blogs by the social media site's owners, vendors, or partners.

(r) City Social Media content administrators and content contributors shall review and abide by the Social Media Policy and apply the City's Social Media Best Practices (Section 6).

(s) Facebook, Twitter, LinkedIn, YouTube, Instagram and Nextdoor are the only social media sites authorized for use by the City. If other social media sites are found to be of beneficial use to the public and the organization, a request must first be submitted to the City Manager or his/her designee for approval.

SECTION 3: SOCIAL MEDIA SITE CONTENT GUIDELINES

(a) The content of City social media sites and/or blogs shall only pertain to City-sponsored or City-endorsed programs, services, and events. Content includes, but is not limited to, information, photographs, videos and hyperlinks.

(b) A request to have a social media site, including a blog, must first be submitted to the City Manager and/or authorized designee for approval.

(c) The request should include a written proposal with the following information: goal of the social media site or blog; how will it enhance communication efforts; staff person responsible for writing and posting content; how often it will be updated; examples of topics to address. Upon review, the City Manager and/or designee may allow or disallow the proposed social media site or blog prior to establishing it.

(d) The City shall have full permission or rights to any content posted by the City, including photographs and videos.

(e) Any employee authorized to post items on any of the City's social media sites shall review, be familiar with, and comply with the social media site's use policies and terms and conditions.

(f) Any employee authorized to post items on any of the City's social media sites shall not express his or her own personal views or concerns through such postings. Instead, postings on any of the City's social media sites by an authorized City employee shall only reflect the views of the City.

(g) Content must contain information that is freely available to the public and not be confidential as defined by any City policy or state or federal law.

(h) Content shall NOT contain any personal information, except for the names of employees whose job duties include being available for contact by the public.

(i) Content posted to City social media sites and/or blogs by staff shall NOT contain any of the following: comments that are not topically related to the particular posting being commented upon; comments in support of, or opposition to, political campaigns, 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, or status with regard to public assistance, national origin, physical or mental disability or sexual orientation, as well as any other category protected by federal, state, or local laws; sexual content or links to sexual content; solicitations of commerce; conduct or encouragement of illegal activity; information that may tend to compromise the safety or security of the public or public systems; content that violates a legal ownership interest of any other party; content that endorses private companies or businesses; or unlicensed photos or unauthorized photos of minors participating in City programming.

(j) Users and visitors to the City's social media site shall be notified that the intended purpose of the site is to serve as a means of communication between City departments and members of the public. If a City's social media site allows the public to post content or public comment, the City's page or background information should contain the following disclaimer(s):

"This is an official [Social Media] page of the City of Tracy. For more information about the City of Tracy please visit www.cityoftracy.org. This site is intended to serve as a mechanism for communication between the public and the department on the listed topics and as a forum to further the mission of the department. Any content and/or comment submitted to this page and its list

of fans (or “followers”) may be considered a public record which is subject to disclosure under the California Public Records Act,”

“Content posted and/or comments will be monitored. Under the City of Tracy’s Social Media Policy, the City reserves the right to remove inappropriate content posted to the site and/or comments including those that contain: obscene language; sexual content or references; threats or defamation of individuals or organizations; violations of legal ownership of another party; statements in support of or opposition to political candidates or causes; the promotion of illegal activity, commercial services or products; and comments not related to the particular posting topic. The City further reserves the right to report posted content and/or comments that are in violation of the terms and conditions of the hosting platform.”

(k) These guidelines shall be used for training purposes and displayed to users or made available by hyperlink on all City social media sites and/or blogs. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster, when available.

(l) Employees belonging to the City’s Social Media User Group must complete training that includes the review of City policies and best practices related to social media use.

(m) The City reserves the right to implement or remove any functionality of its social media site, when deemed appropriate by the City Manager or his/her designee. This includes, but is not limited to, information, articles, pictures, videos or any other form of communication that is posted on a City social media site.

(n) Except as expressly provided in this Policy, accessing any social media site shall comply with all applicable City policies pertaining to communications and the use of the Internet by employees, including e-mail content.

(o) Representatives from the City’s Social Media User Group will monitor content on the City’s social media sites to ensure adherence to the Social Media Policy.

(p) Departments that use social media shall comply with federal, state and local laws regarding copyright, photo licensing, records retention, request for information, and privacy.

SECTION 5: SOCIAL MEDIA BEST PRACTICES

1. Write for the community member/ audience in-mind.
2. Use the City's voice versus your personal voice.
3. Use familiar and simple language (avoid technical jargon).
4. Do not use slang, be grammatically correct.
5. Ensure content and tone engages your audience.
6. Be timely – consider if the information is old or too soon to post.
7. Use “you, we, us” or other pronouns to speak to residents.
8. Use active voice and write in the present tense.
9. Try to limit posts to 140 characters (Twitter and Facebook).
10. Incorporate photos, videos, and appropriate hashtags.
11. Link posts back to City website (when applicable).
12. Use infographics, tables, lists or other visuals to convey complex information.
13. Respect your audience – do not use ethnic slurs, insults, obscenity or engage in behavior that would not be acceptable in the City of Tracy workplace.
14. Do not get into arguments with social media followers or users.
15. Do not post information that is dishonest, non-factual or insinuated.
16. Ensure that the information you post is not confidential (related to personnel or legal matters, litigation, contract negotiations, etc.).
17. Share posts that are relevant to City business/programs.
18. For video posts, please contact Channel 26 for assistance.
- 19. Do not post photos/images that are NOT licensed to the City, unless the City has received written permission by the copyright holder and the City has credited the photo accordingly (i.e.: Image courtesy of...).**

SECTION 6: CITY SOCIAL MEDIA USER GROUP

1. Content Administrators will review content placed on City social media sites and can add or remove items as necessary. They include the following City representatives:

Public Information Officer, City Manager's Office
Economic Development Analyst, Development Services Department
IS Manager, City Manager's Office
IS Technician, City Manager's Office
Police Chief, Police Department
Crime Analyst, Police Department
Animal Services Officer, Police Department
Division Chief, Fire Department
Parks and Recreation Director
Recreation Supervisor, Parks and Recreation Department
Division Manager, Recreation and Cultural Arts

2. Content Contributors will post content and information regarding their departments/divisions. They must be approved by their immediate supervisor and their department's Content Administrator to serve as a Content Contributor, and trained on the City's social media policy and best practices. Content Contributors are not required to be full-time employees.

SECTION 7: SOCIAL MEDIA AND OTHER ELECTRONIC COMMUNICATION OUTLETS

The City of Tracy currently utilizes the following social media sites and electronic communication tools:

- (a) Facebook
 - i. City of Tracy.
 - ii. Tracy Police Department.
 - iii. Tracy Animal Services.
 - iv. City of Tracy – Parks and Recreation.
 - v. Tracy Municipal Airport.
 - vi. Grand Theatre Center for the Arts.
 - vii. Lolly Hansen Senior Center.
 - viii. Tracy Fire Department.
- (b) Instagram
 - i. City of Tracy.
 - ii. Tracy Police Department.
 - iii. Grand Theatre Center for the Arts.
 - iv. Tracy Animal Shelter.
- (c) Twitter
 - i. City of Tracy.
 - ii. Tracy Police Department.
- (d) LinkedIn
 - i. City of Tracy.
- (e) YouTube
 - i. City of Tracy.
- (f) NextDoor
 - i. City of Tracy.
 - ii. Tracy Police Department.
- (g) City Website
 - i. All City departments have access to edit website content.
 - ii. Website designees are established by department.
- (h) Nixle
 - i. Shared between City Manager's Office, Tracy Police Department, Tracy Fire Department, and Public Works Department.

- ii. Provides text message and email alerts to subscribers regarding emergency/urgent activities and events.
- (i) Electronic Newsletter Subscriptions
 - i. All City departments have access to create and distribute newsletters to subscribers.
 - ii. Electronic newsletter designees established by departments.
- (j) Government Outreach
 - i. Electronic service request database.
 - ii. All departments have access.
- (k) Are You Okay?
 - i. Senior check-in service (telephone).
- (l) Granicus - live streaming of City Council Meetings
 - i. Channel 26 films, records and streams.

SECTION 8: LIST OF AUTHORIZED SOCIAL MEDIA USER GROUP REPRESENTATIVES AS OF JANUARY 2018

CITY MANAGER'S OFFICE

Matt Engen, IS Manager
Kurt Tavares, IS Technician
Kim Scarlata, Division Manager II (Recreation/ Cultural Arts)
Valerie Pavlakis, Arts Education Coordinator
Vanessa Carrera, Public Information Officer
Dan Summa, Media Services Coordinator
Grace Strmiska, Project Specialist

PARKS & RECREATION

Brian MacDonald, Parks and Recreation Director
Ed Lovell, Management Analyst II (Transit/ Facilities)
Jolene Jaurequi-Correll, Recreation Supervisor
Lauren Repetto, Recreation Coordinator
Nancy Earhart, Airport Coordinator
Amanda Jensen, Recreation Coordinator

PUBLIC WORKS

Connie Viera, Management Analyst II (Solid Waste/Recycling)
Robin Kloepfer, Management Analyst I
Colleen Minnis, Administrative Assistant II

DEVELOPMENT SERVICES

Barbara Harb, Economic Development Analyst
Genevieve Fernandez, Assistant Planner

HUMAN RESOURCES

Elizabeth Silva, Human Resources Technician

UTILITIES

Stephanie Reyna-Heistand, Water Resources Analyst
Sandra Edwards, Executive Assistant

FIRE

Randall Bradley, Fire Chief
David Bramell, Division Chief
Pat Vargas, Division Chief
Rick Doyle, Battalion Chief
Scott Byers, Fire Captain
Jackie Heefner, Executive Assistant
Fire Department Incident Commander (during an emergency)

POLICE

Larry Esquivel, Police Chief

Luis Mejia, Police Captain

Tanika Zuniga, Crime Analyst

Stephany Valadez, Crime Analyst

Beth Palacios, Animal Services Officer

Police Department Incident Commander (during and emergency)

FINANCE

Amanda Cordova, Accounting Assistant

CITY ATTORNEY'S OFFICE

Bianca Rodriguez, Deputy City Attorney