



## City of La Verne Administrative Regulation

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NUMBER: 502

ISSUED: 1-2-13

EFFECTIVE DATE: 1-2-13

SUBJECT: **SOCIAL MEDIA POLICY**

**I. PURPOSE:** To address the fast-changing way residents communicate and obtain information online, the City of La Verne may consider marketing programs and events in the social media formats to reach a broader audience.

For the purpose of this policy, social media is defined as “an external website or service used to promote City-related services.” Examples of these include Facebook, Twitter, and Short Code Texting.

A single point of contact will be designated to post approved content and distribute incoming inquiries.

The purpose of the City of La Verne presence on social media sites will be to market and promote activities, events, and services. Questions should be directed to the website so the request can be handled through the “24 Hour City Hall” tracking system.

The intent of this policy is to guide the safe and acceptable use of social media and to increase the public’s knowledge, trust, and use of City Services while promoting the value and importance of City services.

**II. GENERAL POLICY:** The creation of City of La Verne social media accounts shall require the approval of the City Manager and the Information Systems Manager.

The City of La Verne will assign a point of contact for information delivery to the designated services. This will ensure a clear, consistent voice to the public channels while maintaining existing security within our private network.

All City of La Verne social networking accounts shall adhere to applicable federal, state, and local laws as well as and City of La Verne administrative regulations and policies.

Freedom of Information Act and associated laws and policies apply to social media content. Reasonable efforts must be made to access the information when requested through proper channels.

All sites and entries shall make a reasonable effort to indicate that any article and content posted or submitted for posting are subject to public disclosure.

The City of La Verne reserves the right to restrict or remove any content that it deems, in its sole discretion, to be unwarranted, offensive, abusive, obscene, defamatory, in violation of copyright and/or trademark law, or other intellectual property of any third party, or is in violation of this policy or any other applicable law, or poses a threat to the City technology system or its security.

Each City of La Verne social media website shall include an introductory statement which clearly specifies the purpose and topical scope of the site. Where possible, posts made to these sites should link back to the official City of La Verne Website for forms, documents, and other information. Domains that should be referenced are “cityoflaverne.org”, “lvpd.org”, & “lavernefire.org”. Redirects to other content outside of our domains are discouraged.

City of La Verne social networking content and comments containing any of the following forms of content shall not be allowed for posting and posts violating these guidelines shall be subject for removal:

- A. Comments not topically related to the subject or article being commented upon
- B. Profane language or content
- C. 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
- D. Sexual content or links to sexual content
- E. Solicitation of commerce
- F. Conduct or encouragement of illegal activity
- G. Information that may tend to compromise the safety or security of the public or public systems
- H. Content that violates a legal ownership interest of any party
- I. Potentially libelous comments
- J. Personal attacks, insults, or threatening language
- K. Private or personal information published without consent
- L. Comments totally unrelated to the topic
- M. Commercial promotions or spam
- N. Content of a political nature

- O. Hyperlinks to material that is not directly related to the discussion

**I. PROVISIONS:**

- A. **Content Submission and Review Process:** Posting must be submitted at least 1 week before posting date requested to provide ample time for the review of the content. All events must also include an expiration date.
- B. **Monitoring Schedule:** The site will be monitored during business hours. Questions will be directed to the website for follow-up.
- C. **Departmental Responsibility:** The responsibility of the content is with the department submitting the event.

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City Manager

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Date