

CITY OF LAGUNA HILLS

ADMINISTRATIVE ORDER NO. 26 EFFECTIVE DATE: FEBRUARY 21, 2017

General Subject: Miscellaneous Policies

Specific Subject: Public Use Social Media Policy

Purpose:

This Policy governs the use of the City's social media sites as a means of furthering communication between the City and members of the public. The purpose of this Policy is to establish a limited public forum and to set forth viewpoint neutral and reasonable standards for the posting of comments by members of the public on the City's social media sites.

Statement of Policy:

This Policy applies to all users and visitors to the City's social media sites. This Policy must be readily accessible to users and visitors to the City's social media sites and made available by display on each individual site or by a prominently displayed hyperlink on each site. By interacting with the City through any and all of the City's social media sites, all users and visitors agree to the terms and conditions set forth in this Policy. The City reserves the right to remove any content that is posted on a City social media site in violation of this Policy, the terms of use of the social media site's host, or any applicable law. A posting or any other submission on a City social media site constitutes acceptance of these terms.

Postings Prohibited: Content submitted on any and all City social media sites that contain any of the following is prohibited:

- a) Content not typically related to the purpose of the particular social media site or article commented on;
- b) Content that defames, abuses, harasses, stalks, threatens or violates the legal rights of others;
- c) Content that includes sexual content, profanity, vulgarity, obscenity, racism, hatred, slander, threats and/or violence;
- d) Content that promotes, fosters, or perpetuates discrimination or personal attacks 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;

- e) Content that contains personal information about another person or that violates a person's privacy;
- f) Content that contains sexual content or links to sexual content;
- g) Content that promotes specific commercial entities, causes, products, candidates for office, ballot measures or political organizations;
- h) Content that contains spam or advertisements;
- i) Content that promotes, advocates, or encourages illegal activity or encouragement of illegal activity;
- j) Content that contains information that may compromise the safety or security of the public or public systems; or
- k) Content that violates a legal ownership interest of any other party.

The City will apply these restrictions in a manner that is viewpoint neutral and is consistent over time. Any content removed based on these requirements must be retained including the time, date, and identity of the poster when available.

Records Management and Privacy:

Any comment or other content posted on a City social media site may be subject to disclosure pursuant to the California Public Records Act (Cal. Gov't Code Section 6250 *et seq.*). Commenters are urged to protect their privacy and should consider refraining from posting personal identifying information including but not limited to: last name, address, age, and phone number.

Responsibility for Content:

A comment posted by a member of the public on any City social media site expresses the views of the commenter only and publication of a comment does not imply endorsement of, or agreement by, the City, nor do such comments necessarily reflect the opinions or policies of the City.

Disclaimer of Notice:

Communications made through any City social media site shall in no way be deemed to constitute legal notice to the City or any of its departments, officers, employees, agents, or representatives with respect to any existing or potential claim or cause of action against the City or any of its departments, officers, employees, agents, or

representatives where notice to the City is required by any federal, state or local law, rule, or regulation.

Terms of Service of Social Media Networking Sites:

Each social networking source used by the City maintains a Terms of Service ("Terms") Agreement. In addition to being bound by the provisions of this policy, all users of any City social media site are bound by these Terms, and the City reserves the right to report any user violation.

Interpretation of Policy and Revisions:

The City Manager or designee is responsible for interpreting and enforcing this Policy, monitoring its implementation, and recommending changes to this Policy. The City reserves the right to modify this Policy at any time.

Approval:

Administrative Order No. 26 shall be effective on the date set forth above for the City of Laguna Hills.



BRUCE E. CHANNING, City Manager

3/13/17

Date of Issue

Approved as to Form:



GREGORY E. SIMONIAN, City Attorney

3/8/17

Date of Issue