



Social Media— Use Policy

Standards and Procedures

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Purpose and Application

The purpose of this policy is to establish general standards and responsibilities for the acceptable use of social media platforms by the City of Hayward and its constituent departments. The maturation of “Web 2.0” and its centrality in the modern communications landscape requires the selection and management of social media accounts to be both strategic and well-controlled. Likewise, the City’s interest in determining what information is disseminated to the public and by what means requires a set of clear, well-established procedures for the effective use of social media channels.

This policy applies to all users of the City’s social media accounts, regardless of their particular employment status or job function. The policy also applies to members of the public who comment or otherwise interact with the City through its social media channels.

Terms and Definitions

For the purposes of this document, the terms “Web 2.0,” “Social Network” and “Social Media” are used interchangeably in reference to online platforms that allow content publication, social interaction and online community development. Popular social networks currently employed by the City of Hayward include Facebook, Twitter, LinkedIn, Youtube, Instagram and Nextdoor. Other widely used platforms that the City may or may not choose to employ in the future include Pinterest or Google +, in addition to any new channels that may prove suitable as technology advances.

The term “Authorized User” refers to any City employee, contractor, consultant or other individual responsible for the use, administration, management, monitoring of social media on behalf of the City.

Benefits of Social Media Tools

When used appropriately and in accordance with appropriate regulations and policies, social media tools provide government agencies and departments with exceptional opportunities (at little to no cost):

- Enhance the speed, reach and targeting of communications
- Solicit community input on city programs and performance
- Improve information exchange between city residents and city employees
- Increase the City’s ability to broadcast messages to the widest possible audience
- Provide highly flexible channels for strategic brand-building efforts

Social Media Standards

The following section outlines standards for the use, management and creation of social media channels for the City of Hayward and its constituent departments and agencies.

General Standards

1. The City's official website (<http://www.hayward-ca.gov>) is and will remain the primary online hub for all City information. Consequently, social media channels should be used in conjunction with the City's website whenever appropriate.
2. Social media is not acceptable as a primary method of information dissemination during an emergency. In these cases, social media may be used to amplify the broadcast of this information, but only after standard emergency public information protocols have been followed.
3. No department or City agency may establish or terminate a social media identity, account, profile, page or site without the approval of the City's Community & Media Relations Division manager and the City Manager's Office. All new social media tools proposed for City use shall require the same approval.
4. All official City social media outlets are considered an extension of the City's network and are subject to all related administrative policies, including but not limited to policies on computer use.
5. All official social media profiles must clearly identify the pages as created and managed by the City of Hayward, identified as a department, agency or division of the city.
6. Whenever possible, posts to social media accounts should include links directing users back to the City's official website for further information, online services or official statements from the City.
7. Only authorized individuals chosen by respective department heads shall have permission to create, publish or comment on behalf of any official City of Hayward social media channel. A roster of approved content creators/moderators will be maintained by the Community & Media Relations Division. Department heads are responsible for maintaining the accuracy of this list.
8. Official City social media channels are subject to the California Public Records Act and Proposition 59. Any content posted to these channels is a public record. The department maintaining the channel – in conjunction with the City Attorney and City Clerk – is responsible for responding completely and accurately to any public records request for content posted to social media channels.
9. Employees should be made aware that their use of social media will be perceived as representing the City and City government, and should tailor their use accordingly.
10. Visitors to all City social media channels should immediately encounter links to the City's official website and – when appropriate – links to the specific City agency or department related to the social media channel.

Prohibited Use and Activities

The following section pertains to both employee uses of City social media accounts as well as public-generated content (posts to pages, comments, etc.). *This section is taken from the full Commenting Policy found on page 16 of this document.* The following activities are unacceptable and are prohibited on any and all of the City's social media platforms and shall be removed as soon as possible:

- Any use of social media that does not comply with federal, state and local laws and regulations, or with the City's policies set forth in this document and elsewhere
- Profane language or content, including sexually explicit images, cartoons or jokes
- Any content that includes ethnic slurs, personal insults, language that is harassing, defamatory, fraudulent or discriminatory 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
- Content in support or opposition to political campaigns or ballot measures
- Solicitations of commerce
- Conduct or encouragement of illegal activity
- Comments not topically related to the content being commented on
- Anything that contains confidential information or information that compromises the security of City networks or information systems
- Content that violates a legal ownership interest of another party
- Content that violates the terms of use governing the social media account
- Hyperlinks to content that falls under one of the categories above

Mandatory Notices

On each social media site, visitors shall be informed that the City disclaims any and all responsibility and liability for any materials that the City deems inappropriate for posting, which cannot be immediately removed. Furthermore, visitors shall be informed that comments posted by members of the public are the opinion of the commentator or poster only, and the posting of a comment does not imply the City's endorsement or agreement, nor do public comments necessarily reflect the opinions or policies of the City. The City neither guarantees the authenticity, accuracy, appropriateness nor security of external links, websites, or content linked thereto. Any content generated by City staff or the public posted to an official City of Hayward social media site is subject to public disclosure.

Personal Social Media Usage

Although this policy is not intended to govern employees' use of personal social media accounts for personal purposes (outside the workplace and using non-City information systems), postings and user profiles on personal social media accounts must not state or imply that the views, conclusions, statements or other content are an official statement,

position or communication of the City of Hayward, or that they represent the views of the City or any city officer or employee.

Administration

The City's various social media sites are governed by a common administrative policy, which outlines rules and regulations for the development, manipulation and management of each official City platform.

Inventory & Security

- A full inventory of the City's official social media accounts shall be maintained by the the City Manager's Office, Community & Media Relations Division Manager.
- The Community & Media Relations Division shall also maintain an up-to-date list of the login and password information for all official City of Hayward social media accounts.
- Department directors or their designees are responsible for providing updated information regarding any changes to login information or other administrative tools.
- The IT department shall establish guidelines for password security for all social media accounts. All City accounts not in compliance with these guidelines shall develop new, compliant passwords.
- The IT department and Community & Media Relations Division manager reserve the right to immediately edit or remove content from any of the City's social media accounts if it is determined that the content represents a security risk (malware, etc.) or if it violates the policies in this document.
- If a designated administrator is removed from the role, the department director shall inform the Community and Media Relations Division immediately in order to change all social media account passwords.
- All authorized account administrators must sign an acknowledgement form indicating that they agree to follow all of the terms, standards and guidelines set forth in this policy document.

Documentation

The following documentation is required for each authorized social media channel in order to ensure threshold levels of activity, content quality, message uniformity and brand integrity:

- Channel-specific standard operating procedures
- City and departmental branding standards
- Overarching design standards
- Outline of intended purpose and use for each channel

Approved Channels

The City of Hayward has approved the following social media channels for use by City departments and agencies. Other social media tools proposed for official City use must secure approval by the City Manager's Office (Community & Media Relations Division manager).

- Facebook
- Twitter
- YouTube
- LinkedIn
- Instagram

New Account Proposals

Requests to develop new social media accounts, pages or profiles – or proposals to employ new social media channels that have not yet been approved – should be made in writing to the Community & Media Relations Division manager. Proposals should outline the following information clearly and succinctly:

- Name of channel (e.g., Facebook, Twitter, YouTube, etc.)
- Rationale for development
- Proposed departmental manager for the channel
- Summary of intended use, including types of content to be disseminated, proposed username, tentative posting schedule, etc.

Twitter

Twitter is an information network made up of 280-character messages called Tweets. It is an easy way for people to discover the latest news related to subjects they care about. For representatives of the City, Twitter provides an exceptional way to reach a wide range of followers with concise messaging.

Administrative Guidelines

The City's primary Twitter account will be administered by the City Manager's Office (Community & Media Relations Division manager). Authorized secondary accounts (i.e., airport, animal shelter, police, fire, economic development, etc.) will be managed by the employee designated by the department director to maintain the account. Only designated individuals will be allowed to publish content and handle administrative duties on the account. Twitter is a high-volume medium which encourages regular sharing. As such, multiple Twitter posts are much less likely to turn followers off than the same number on other channels. As a general rule of thumb, Twitter posts require a slightly lower threshold of importance or novelty than Facebook or LinkedIn to justify their existence.

Content

Official Twitter accounts for the City of Hayward shall be used for the following purposes:

- Quick dissemination of information that does not warrant inclusion on the City's website.
- Redirection of followers to content available on the City's website or Facebook page
- Promotion of City-sponsored activities, meetings, events and programs
- "Retweets" of important regional or local information, or messages originated by other City of Hayward Twitter accounts

USERNAMES for all primary City of Hayward social media accounts (including Twitter) shall be "cityofhayward" unless securing that handle proves impossible. Secondary accounts (i.e., PD, FD, ED, Library, etc.) shall begin with "Hayward" (e.g., @haywardlib, @haywardpd, etc.)

PROFILE IMAGES uploaded at 81 x 81 px (72 dpi) shall depict the appropriate departmental or City logo.

PROFILE INFO should include a clear identification of the account and a link to relevant City website.

HEADER IMAGES should be uploaded at 520 x 260 px (72 dpi) and should clearly depict a scene relevant to the profile. If no header image is used, a neutral Twitter background is acceptable.

BACKGROUNDS custom backgrounds should be avoided unless appropriately configured.

TWEETS should be clear, concise and relevant to the department issuing them. Moreover, account administrators should adhere to AP style conventions for grammar and punctuation. All tweets should mirror information found on the City's website and other information channels as closely as possible.

INTERACTION with constituents via @ replies and direct messages is highly encouraged. By choosing to participate in this venue, the City is making a commitment to the medium. Replies should be timely and should follow the same protocols established in the general standards section of this document.

FOR THE PURPOSES OF PUBLIC RECORDS RETENTION, account administrators shall not delete information from the application unless adequate retention steps have been taken to preserve the data, either electronically or in printed form.

Facebook

Facebook is the world’s largest social network, boasting more than one billion users. Its stated mission is to give people the power to share and make the world more open and connected. Facebook is an extraordinary platform for connecting with constituents, broadcasting important messages and soliciting public input for various issues. Facebook’s “virality” – its capacity for content to be widely disseminated on the strength of the social network – is also unparalleled, creating opportunities for exceptional reach when sharing valuable or important content.

Administrative Guidelines

The City’s primary Facebook account will be administered by the City Manager’s Office (Community & Media Relations Division manager). Authorized secondary Facebook pages (i.e., economic development, animal shelter, airport, police, fire, etc.) will be managed by the employee designated by the department director to maintain the account. Only designated individuals will be allowed to publish content and handle administrative duties on each authorized page. Facebook pages should be used judiciously, since the medium is more sensitive to “burnout” than a rapid-fire service like Twitter, in which users post multiple times every day. All official City Facebook pages should “like” all other City Facebook pages.

Content

Official Facebook pages for the City of Hayward and its various departments/agencies are purposed with the following:

- Dissemination of important or interesting (yet relevant) news or information to “fans.”
- Redirection of visitors to content available on the City’s website.
- Promotion of City-sponsored activities, meetings, events and programs
- Communication with visitors via replies and direct messages.
- When appropriate, informal polls to gauge community sentiment on various issues.

Successful Facebook pages require constant attention and timely, relevant content. Department directors and their authorized social media designees will be responsible for ensuring that content is not stale.

USERNAMES for all primary City of Hayward social media accounts (including Facebook) shall be “cityofhayward” unless securing that handle proves impossible. Secondary accounts (i.e., PD, FD, ED, Library, etc.) shall begin with “Hayward” (e.g., Hayward Public Library, Hayward Executive Airport, etc.) The Community & Media Relations Division manager shall approve all proposed usernames.

PROFILE IMAGES uploaded at 180 x 180px (72 dpi) must depict the appropriate department or City logo.

COVER PHOTOS should be uploaded at 851 x 315 px (72 dpi) and should clearly depict a scene relevant to the profile. Changes to cover photos should be reviewed by the Community & Media Relations Division manager.

CATEGORY should always be "Government Organization."

ABOUT section should be populated according to the following format:

SHORT DESCRIPTION: Welcome to the official Facebook page for... (Hayward Police Department, Hayward Animal Shelter, Hayward Public Library, etc.)

LONG DESCRIPTION: Provide a more extensive description of the department or agency, its purpose, services, etc. Keep this section below 200 words. Be sure to include a direct link to the relevant City website or page.

GENERAL INFORMATION: This section shall be reserved on all official City pages to disclose the official commenting policy and public records notification. In addition to any department-specific information (PD/FD emergency contact info, etc.), this section should read exactly as follows *without exception*:

CITY OF HAYWARD SOCIAL MEDIA COMMENT POLICY

The City of Hayward's use of social media is provided as a public service. What follows is an abbreviated version of the City's full Social Media Policy available here:

<https://www.hayward-ca.gov/your-government/departments/community-media-relations-division#>. The City of Hayward disclaims liability for ads, videos, promoted content or

comments accessible from any external web page. The responsibility for external content or comments rests with the organizations or individuals providing them. Any inclusion of external content or comments on social media sites does not imply endorsement by the City of Hayward. Comments posted to this site will be monitored during regular City business hours only. The City disclaims any and all responsibility and liability for inappropriate content posted to its social media sites that cannot be removed in an expeditious or otherwise timely manner. The following types of content are prohibited to both administrators and commenters on the site and the City reserves the right to remove any such content without notice:

- Comments not topically related to City programs, services, projects, issues, events and activities, or the particular post being commented upon

- Posts and comments that promote or advertise commercial services, entities or products except as stipulated in City marketing plans and determined by the City to be essential to economic development
- Political statements, including comments that endorse or oppose political candidates or ballot propositions
- Religious statements, including comments that endorse or oppose any type of religious opinions or activities
- Posts and comments that promote, foster or perpetuate discrimination on the basis of creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
- Posts and comments that include vulgar, offensive, threatening or harassing language, personal attacks or unsupported accusations
- Obscene or sexual content or links to obscene or sexual content illegal activity 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
- Links to external sites that fall under one of the aforementioned categories

All comments and private messages received via City of Hayward social media sites are public records and subject to public disclosure.

COMMENTS from visitors to each City Facebook page shall be allowed (and monitored for appropriateness) unless the administering department is unable to do so. If the authorized administrator for the page is unable to effectively monitor and manage the page's comments section, the commenting feature must be turned off.

RICH MEDIA such as photos and video are both acceptable and encouraged in Facebook posts. If posted media includes photos or video of the public, staff must secure waivers by all individuals depicted. This waiver policy does not pertain to City employees during regular office hours.

BRAND INTEGRITY may not be compromised in any way on the City's various Facebook pages. Therefore, each page will be initially set up by the Community & Media Relations Officer and the IT department to ensure consistent city branding and settings. Departments and their authorized social media administrators are expected to adhere to standard AP style in all posts and shall avoid jargon and abbreviations.

FACEBOOK APPLICATIONS shall not be allowed without advance approval from the IT department in order to avoid security risks.

FOR THE PURPOSES OF PUBLIC RECORDS RETENTION, account administrators shall not delete information from the application unless adequate retention steps have been taken to preserve the data, either electronically or in printed form.

LinkedIn

LinkedIn is the world's largest professional network, boasting more than 250 million members. Unlike Facebook and Twitter, LinkedIn is specifically geared toward career advancement, recruiting, professional networking, tailored industry news and the sharing of best practices. LinkedIn is a more "serious" network and inappropriate for short missives or light content. The City of Hayward's use of LinkedIn shall be limited to brand- and awareness building and professional recruiting.

Administrative Guidelines

The City's LinkedIn account will be administered by the City Manager's Office (Community & Media Relations Division manager). This will be the sole official LinkedIn account for the City of Hayward and all departmental information meant for publication on LinkedIn shall be posted here.

Content

The City's LinkedIn account shall be used for the following actions:

- Brand awareness activities to raise Hayward's profile as a place of business and as an employer.
- Recruiting qualified candidates for City positions (informed by HR)

USERNAMES for all primary City of Hayward social media accounts (including LinkedIn) shall be "cityofhayward" unless securing that handle proves impossible.

HORIZONTAL LOGO uploaded at 100 x 60 px (72 dpi) shall depict the official City logo.

PROFILE INFO should include the City's boilerplate description.

COVER PHOTO should be uploaded at 646 x 220 px (72 dpi) and should depict a relevant city scene.

UPDATES should be clear, concise and relevant at all times. All content should follow standard AP style and should be thoroughly spell- and fact-checked.

Youtube

YouTube is a video hosting and distribution platform that allows billions of people to discover, watch and share originally-created videos. Users are able to subscribe to “channels,” providing them with updates when new videos are uploaded and the opportunity to comment on videos they have watched. Because of its ubiquity, YouTube is the industry standard for video hosting. For the purposes of City business, YouTube provides a flexible, simple platform for quickly uploading, publishing and repurposing City video content both on its own YouTube channel and across its various web properties and social media channels via embeds and links.

Administrative Guidelines

The City encourages the use of video to inform the public, enhance Hayward’s brand image and advance departmental goals. All standard Social Media policies (including the post and commenting policy) apply to YouTube as well and should be strictly followed. Please note that if images of members of the public appear in a video to be posted to YouTube (and subsequently to other channels), a permission waiver must be secured in advance of publication for each individual appearing in video. Videos covering public meeting proceedings of the City or a City related entity shall be hosted and promoted on the City’s Granicus webpage.

Content

Official YouTube channels for the City of Hayward shall be used for the following purposes:

- Video storytelling or public information (interviews, discussions, etc.)
- Chronicling City business (sponsored events, neighborhood discussions, etc.)
- Brand building and awareness

USERNAMES for all primary City of Hayward social media accounts (including Twitter) shall be “cityofhayward” unless securing that handle proves impossible. Secondary accounts (i.e., PD, FD, ED, Library, etc.) shall begin with “Hayward” (e.g., haywardlib, haywardpd, etc.)

COVER ART uploaded at 2560 x 1440 px (72 dpi) shall depict an appropriate scene relevant to the department administering the channel.

PROFILE PHOTO should include the departmental logo uploaded at 270 x 270 px (72 dpi).

PROFILE INFO should include a short description of the department, its purpose and services offered, as well as a link to the City’s website.

COMMENTING should be disabled on all videos. City YouTube channels are not the most efficient engagement portals and authorized social media administrators should remain focused on interactions taking place on Facebook and Twitter.

VIDEO QUALITY is critical. Low-quality, grainy, shaky videos or videos with poor sound quality are not acceptable for upload, although medium-quality video will be considered providing the audio portion is clear and the content is both compelling and informative.

VIDEO APPROVAL must be obtained by the department director or the department's authorized social media administrator.

ALL VIDEOS published to YouTube must also be published to the proper section of the City website and the appropriate Facebook page or Twitter account, if appropriate.

Instagram

Instagram is an online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services, such as Facebook, Twitter, Tumblr and Flickr. The City of Hayward's use of Instagram shall be limited to brand-building highlighting the City's natural, artistic and architectural assets.

Administrative Guidelines

The City's Instagram account will be administered by the City Manager's Office (Community & Media Relations Division manager). This will be the sole official Instagram account for the City of Hayward. Departments or individuals who wish to include photos on the City's official Instagram account must send their request (and their photo) to the Community & Media Relations Officer).

Content

The City's Instagram account shall be used for the following actions:

- Showcase the City's artistic, architectural and natural assets
- Highlight compelling Hayward scenery, activities and events

USERNAMES for all primary City of Hayward social media accounts (including Instagram) shall be "cityofhayward" unless securing that handle proves impossible.

PROFILE IMAGE uploaded at 110 x 110 px (72 dpi) shall depict the official City logo.

PROFILE INFO should include the City's boilerplate description.

PHOTOS should abide by the city's Social Media Posting & Commenting Policy and should not reflect any of the prohibited content contained therein.

COMMENTS to Instagram photo posts shall be allowed, but shall be monitored to ensure conformity with the Social Media Posting & Commenting Policy.

Social Media Posting & Commenting Policy

The following policy shall govern all posts and comments by both City Social Media site administrators and public visitors to City Social Media sites:

Privacy Policy & Disclaimer

Any individual accessing, browsing and using a City of Hayward social media site – whether as a visitor or an administrator – unequivocally accepts the social media policies (hereafter “Policies”) set forth in this document. These terms and conditions apply only to the Social Media sites (defined here as third party hosted online platforms that facilitate social interaction and dialogue, such as Facebook, Twitter and YouTube) that are managed by the City of Hayward.

The City maintains the right to modify these Policies without notice. Any modification is effective immediately upon posting the modification on the Social Media Policy page unless otherwise stated. Continued use of a City of Hayward Social Media site following the posting of any modification signifies acceptance of such modification.

All users of a City of Hayward Social Media site are also subject to the site’s own Privacy Policy. The City of Hayward has no control over a third-party site’s privacy policy or their modifications to it. The City of Hayward also has no control over content, commercial advertisements or other postings produced by the Social Media site that appear on the City of Hayward Social Media site as part of the site’s environment.

The City of Hayward operates and maintains its Social Media sites as a public service to provide information about City programs, services, projects, issues, events and activities. The City of Hayward assumes no liability for any inaccuracies these Social Media sites may contain and does not guarantee that the Social Media sites will be uninterrupted, permanent or error free.

Posting & Commenting Policy

Although posts and comments are encouraged on the City of Hayward Social Media sites that allow posts, these sites are limited public forums and are moderated by City staff. All posted content (comments, photos, links, etc.) must be related to discussion of City programs, services, projects, issues, events and activities.

The following are prohibited on City of Hayward Social Media sites:

- Comments not topically related to City programs, services, projects, issues, events and activities, or the particular post being commented upon
- Posts and comments that promote or advertise commercial services, entities or products except as stipulated in City marketing plans and determined by the City to be essential to economic development
- Political statements, including comments that endorse or oppose political candidates or ballot propositions
- Religious statements, including comments that endorse or oppose any type of religious opinions or activities
- Posts and comments that promote, foster or perpetuate discrimination on the basis of race, creed, color, age, religion, gender, gender identity, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
- Posts and comments that include vulgar, offensive, threatening or harassing language, personal attacks or unsupported accusations
- Obscene or sexual content or links to obscene or sexual content illegal activity 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

The City of Hayward reserves the right to remove posted content that does not comply with these Policies. All posts and comments uploaded to City of Hayward Social Media sites that allow posts will be periodically reviewed. **All posts and comments are public records subject to public disclosure under the Public Records Act and Proposition 59.**

Communications made through City of Hayward Social Media sites in no way constitute a legal or official notice or comment to the City of Hayward. To comment about a specific City project or program, please contact the appropriate department.

Links & Embedded Content

Links to other Social Media and/or External Websites Provided on City Social Media Sites

The City of Hayward may provide links to other websites or Social Media profiles as a resource to visitors. Once visitors click on these links and leave the City's official page, the policies articulated here

no longer apply. Furthermore, visitors who choose to follow these links to external sites or Social Media profiles should be advised that the City is not responsible for the content that appears on these pages.

The City of Hayward reserves the right to delete links posted by visitors to its Social Media sites if they are deemed to violate the policies set forth in this document.

Links by Other Entities to City Social Media Sites

Advance permission to link to City of Hayward Social Media sites is unnecessary. Entities and individuals linking to official City of Hayward Social Media sites may not in any way suggest a relationship or affiliation with the City, or that the City endorses, sponsors or recommends their products, opinions or site content.

Embedded Content from City Social Media Sites on Other Sites

Content embedded from any City of Hayward Social Media site shall not be misrepresented in any way, although advance permission for use is unnecessary. The use of content embedded from City of Hayward Social Media sites on a third-party site may not in any way imply the City of Hayward's endorsement, support, sponsorship or approval of that site.

Copyright Policy

Material made available via official City of Hayward Social Media sites is the property of the City of Hayward and intended for informational purposes only. Any re-use, transmission, duplication or distribution of any material found on an official City of Hayward Social Media site must be clearly attributed to the City of Hayward. Commercial uses of copyrighted material found on City of Hayward Social Media sites is prohibited without the express written consent of the City of Hayward. Use of the City rosette and tagline ("Heart of the Bay") are trademarked and copyrighted and may not be used for any non-governmental purpose.

Contact Us

If you have any questions or concerns about the City of Hayward Social Media Policy or its implementation, or if you find incorrect information or are interested in seeking permissions that fall outside of the guidelines above, please contact us at PIO@hayward-ca.gov.