



Mar Vista Community Council



POL-2018-002 - Social Media Policy

July 12, 2018

1. Purpose

This Social Media Policy establishes guidelines for the establishment and use - by the Mar Vista Community Council ("Council") - of social media sites as a means of conveying information to members of the public. The sites must focus on Council issues, projects, news and events; they are not intended to be a public forum.

2. Definitions

"Social media" refers to any electronic communication outlet intended to facilitate the distribution of user-generated content to a broad audience. Examples of social media include, but are not limited to, Facebook, Twitter, Blogs, RSS, YouTube, LinkedIn, and Flickr.

"Council social media sites" means social media outlets established and maintained by the Council and its committees.

"Posts" or "a posting" means information, articles, pictures, videos or any other form of communication posted on a social media outlet.

3. Internet Media Guidelines and Rules

The Council administers Council social media sites, but the content on the sites is not entirely controlled by the Council. The Council does not endorse any link or advertisements on its social media sites placed by the outlet's owners or their vendors or partners. The Council reserves the right to remove any content from its social media sites at any time.

Comments can provide valuable information and feedback to MVCC and community members. All comments posted to the Council's social media sites shall be subject to moderation to the extent allowed by the platform. The Council reserves the right to remove inappropriate comments including those that contain obscene language, or sexual content; threaten or defame any person or organization; violate the legal ownership interest of another party; support or oppose political candidates or causes; promote illegal activity; promote commercial services or products; or are not related to the particular topic.

The Council reserves the right to restrict or remove any content that is deemed to be in violation of its Social Media Policy or any applicable law.

The Council has an overriding interest and expectation in protecting the information posted on its social media sites and the content that is attributed to the Council and its officials.

The Council has an overriding interest in preventing unauthorized use of its name or official logos.

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Use of a Council logo or name as well as claims of endorsement by a social media site not controlled by the Council requires pre-approval by the Board. When unauthorized use is discovered and reported, the Council Chair, or designee, must request immediate removal; if this request is not heeded, the Chair must request the support of DONE and/or the City Attorney, as appropriate.

Council directors and committee chairs cannot say anything on any social media outlet that implies they are speaking as representative of the Council unless the Board has previously approved the substance of his/her statement.

All social media outlets established by the Council or any of its committees are deemed to be Council sites and are subject to approval by a designated director. Approved Council sites must bear the name and/or official logo of the Council and include a link back to the Council's official website.

Council social media sites must link back to the Council's official website for forms, documents, online services and other information necessary to conduct business with the Council.

Council social media sites must be managed consistent with the governing Authority of MVCC.

Members of the Council and Council Committees must 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.

All content on Council social media sites is subject to the review and moderation of a designated director.

The Council reserves the right to terminate any Council social media site at any time without notice.

Authoring authority on a site will be granted to only a limited number of people. Access privileges will be periodically reviewed and those no longer requiring authoring access will be removed.

Stakeholders representing the Council on Council social media sites must conduct themselves at all times as a professional representative of the Council and in accordance with all Council policies.

Council social media sites must comply with usage rules and regulations required by the site provider, including privacy policies.

All Council social media sites must adhere to applicable federal, state and local laws, regulations and policies.

Council social media sites are subject to the California Public Records Act. Any content maintained on a Council social media site that is related to Council business, including a list of subscribers, posted communication, and communication submitted for posting, may be considered a public record and subject to public disclosure. Prior written consent considerations may limit disclosure of Stakeholder information.

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

Council social media sites may acknowledge supporters of Council activities on a Council social media site related to the activity. Support may include, but is not limited to donation of funding, goods, services, facility use and expertise. Acknowledgement may include, but is not limited to, posting of a

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logo, a link to the entity's web or social media site, images that identify the entity. Acknowledgement is recognition of support and must not promote the purchase of products and services, or solicit votes.

The Council reserves the right to change, modify, or amend all or part of this policy at any time.

The content of Council social media sites must pertain to one of the following:

- Policy positions adopted by the Board.
- Council-sponsored or Council--endorsed programs, services, and events.
- A Council committee's approved mission.
- Content includes, but is not limited to, information, photographs, videos, and hyperlinks.

Council social media site content authors must make a reasonable attempt to avoid copyright infringement. Content provided by 3rd parties for posting to a Council social media site is presumed to have full permission or rights unless there is clear evidence to the contrary. Council social media sites must include "© Copyright YYYY Mar Vista Community Council – All rights reserved." where applicable and feasible.

Any Council director or stakeholder authorized to post items on any of the Council's social media sites must not express his or her own personal views or concerns through such postings. Instead, postings on any of the Council's social media sites by an authorized Council stakeholder must only reflect the views of the Council.

Postings must contain only information that is freely available to the public and not be confidential as defined by any Council policy or State or Federal law;

Postings may NOT contain any personal information, except for the names of Council Directors and volunteers whose job duties include being available for contact by the public;

- Postings to Council social media sites must 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,
- 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

These guidelines must be displayed to users or made available by hyperlink on all Council social media sites when feasible. When possible, any content removed based on these guidelines should be retained, including the time, date and identity of the poster, when available.

The Council reserves the right to implement or remove any functionality of its social media site, when deemed appropriate by a designated director or a quorum of the Board of Directors. This includes - but is not limited to - information, articles, pictures, videos or any other form of communication that is posted on a Council social media site.

Except as expressly provided in this Policy, those accessing any social media site must comply with all applicable Council policies pertaining to communications and the use of the internet by Council

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Directors, including e-mail content.

4. Non-Internet Media Guidelines and Rules

This Non-Internet Media Policy establishes guidelines for “traditional” media used as a means of conveying information to members of the public. Such media is not dependent on the Internet for display. It includes, but is not limited to:

Printed materials such as flyers, banners, signs, paper agendas, business cards, certificates and door hangers, displays such as bulletin boards, identification items such as name badges and event t-shirts, branded outreach items such as reusable bags and embossed pens.

Unless otherwise stated, each provision of this Policy applies to Council and non-Council media. “Council media” is media produced by or for the Council. “Non-Council media” is media produced by other entities and made available at Council events and venues as well as media that includes the Council’s name and/or logos.

Media subject to this Policy must NOT contain any of the following:

- 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,
- 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

The content of Council media must pertain to one or more of the following:

- Policy positions adopted by the Board
- Council-sponsored or Council-endorsed programs, services, and events
- A Council or committee’s approved mission
- Content includes, but is not limited to, information, images, and videos.

Council media may acknowledge supporters of Council activities. Support may include - but is not limited to - donation of funding, goods, services, facility use and expertise. Acknowledgement is recognition of support and must not promote the purchase of products and services, or solicitation of votes.

Council media cannot be used to support or oppose political campaigns, candidates, or ballot measures unless the Council has approved the position at a public meeting and authorized the media.

Council media must not contain information that is confidential as defined by any Council policy or state, federal, or local law or regulation.

Use of a Council logo or name as well as claims of Council endorsement by non-Council entities requires pre-approval by the Board. When unauthorized use is discovered and reported, the Council Chair - or designee - must request an immediate halt to display or distribution of the media. If this request is not heeded, the Chair must request the support of DONE and/or the City Attorney, as appropriate.