



Administrative Regulation
AdminMgmt.17
Effective date: July 19, 2021

SUBJECT: SOCIAL MEDIA
PURPOSE: To set forth policy, procedures, & protocols for Social Media

I. POLICY:

The purpose of this policy is to address the continually changing landscape of social media. These changes have continued to affect the means by which residents communicate and obtain information online. The use of social media outlets is encouraged to enhance community outreach, and serve as an additional source of information for the public.

All public information, including social media, produced by the City of Beverly Hills is required to uphold the City's brand and maintain a professional appearance and design at all times. This policy establishes a city-wide social media policy intended to guide all City of Beverly Hills social media usage and applies to all City Departments and all City employees who use social media sites and/or technology on behalf of the City. All preexisting and proposed social media websites and applications created by City employees on behalf of the City during the course and scope of their employment are subject to this policy.

II. RESPONSIBILITIES:

1. **Lead Department:** Policy and Management
2. **Supporting Department(s):** All

Department Heads are responsible for educating and informing the individuals within their department about the City's ARs and updating their respective Administrative Regulations.

Each Department Head, where applicable, shall appoint a specific staff member(s) to maintain and monitor Social Media Sites assigned to their Department. Department Heads are responsible for ensuring their staff follows the procedures set forth in this Social Media Policy. If a staff member assigned to maintain and monitor a Social Media Site ceases to be an employee of the City, a representative from the affected department shall contact the Chief Communications Officer or his/her designee to ensure that password(s) are revised and other appropriate actions are taken.

The Public Information Office shall supervise all City Social Media Sites and their content. Responsibilities include managing the City's branding of messaging, authorizing the creation of Social Media Sites, and maintaining a listing of all City Social Media Sites and apps.

All City Departments, as appropriate, shall maintain the publication of required notices and standard methods of communication, while abiding by City General Social Media Guidelines.

Staff members managing Social Media Sites shall adhere to the General Social Media Site format and guidelines in Procedures Section 4. In addition, staff authorized to use social media sites, shall comply with applicable federal, state, and local laws, regulations and policies while conducting themselves on social media as representatives of the City.

III. DEFINITIONS:

1. City Social Media Sites: Social Media Sites for which the City establishes and maintains accounts, and has control over all postings, except for advertisements or hyperlinks posted directly by the social media platform. City Social Media Sites shall supplement, and not replace, the City's required notices and posting requirements related to noticing. Below, are the departments within the City of Beverly Hills that have social media accounts:
 - a. Facebook:
 - City of Beverly Hills (main) - @CityofBevHills
 - Beverly Hills Library- @beverlyhillspubliclibrary
 - City of Beverly Hills Community Dog Park - @bhdogpark
 - Greystone Mansion and Gardens - @beverlyhillsgreystone
 - Beverly Hills Police Department - @beverlyhillspd
 - Beverly Hills Recreation & Parks - @BHrecandparks
 - b. Twitter:
 - City of Beverly Hills (main) - @CityofBevHills
 - Beverly Hills Library - @BHPublicLibrary
 - Beverly Hills Office of Emergency Management - @BeverlyHillsOEM
 - Beverly Hills Police Department - @BeverlyHillsPD
 - Beverly Hills Recreation & Parks - @BHrecandparks
 - c. Instagram:
 - City of Beverly Hills (main) - @cityofbevhills
 - Beverly Hills Police Department - @bhpd_90210
 - Next Beverly Hills - @nextbeverlyhills
 - d. YouTube:
 - City of Beverly Hills
 - e. Vimeo:
 - Beverly Hills TV
 - f. LinkedIn:
 - City of Beverly Hills
2. Elected and Appointed Officials: Any individual elected by vote or appointed to an official public office by the City Council within the City of Beverly Hills.
3. Social Media: Social Media are primarily internet-based, public platforms that allow users to create, edit, organize, comment upon, discuss and share information. There are many social media platforms, with new ones appearing frequently. The social media platforms listed below have been approved for City use, and the Chief Communications Officer or his/her designee may authorize the use of additional social media platforms that are similar to:
 - a. Facebook - a social networking site at www.facebook.com, that is useful for promoting programs, activities, projects and events. Facebook public platforms and public groups are utilized by City social media accounts. The City does not utilize or approve any Facebook private groups or private pages.
 - b. Twitter - a micro-blogging tool that allows account holders to text ("tweet") up to 280 characters of information to followers. Using Twitter accounts, the City can communicate announcements, news, traffic alerts, etc.

directly to followers and direct them to City websites for more in-depth information.

- c. Vimeo – a video sharing site at www.vimeo.com that is useful for delivering public service announcements and program information.
- d. YouTube - a video sharing site at www.youtube.com that is useful for delivering public service announcements and program information.
- e. Instagram - an online mobile photo-sharing, video-sharing, and social networking service at www.instagram.com that enables its users to take pictures and videos, and share them either publicly or privately on the app, as well as through a variety of other social networking platforms, such as Facebook, Twitter and Tumblr.

IV. SCOPE AND APPLICABILITY:

The City has an overriding interest and expectation in deciding what is “spoken” on behalf of the City on the internet, and specifically on Social Media Sites. This policy establishes guidelines for the use of social media.

1. City Social Media Sites are under the supervision of the City’s Public Information Office, consisting of the Chief Communications Officer and the Public Information Coordinator.
2. Information posted by the City on City Social Media Sites will supplement, and not replace, required notices and standard methods of communication.
3. City Social Media sites 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, and subject to the City’s document retention schedule. The City maintains an active archiving process for City social media sites, which follows the City’s retention schedule.
4. The best and most appropriate use of City Social Media Sites falls generally into four categories:
 - a. Methods for disseminating time-sensitive information as quickly as possible (e.g., emergency information and crisis communications);
 - b. Marketing/promotional outlets, which increase the City’s ability to broadcast its messages to the widest possible audience;
 - c. Disseminating information related to citywide programs, services and events; and
 - d. General Public Safety

V. EXCEPTIONS:

The City Manager shall have the authority to grant exceptions, as appropriate, to the procedure outlined below.

VI. PROCEDURES:

1. Creating Department or Other Social Media Sites:

- a. The Chief Communications Officer or his/her designee will monitor content on each City Social Media Site to ensure adherence to the Social Media Policy, including appropriate use, message and branding that is consistent with the goals and objectives of the City of Beverly Hills;
- b. Prior to creating a Social Media Site, departments should consider the need and value of a department- or program-dedicated site versus relying on the City-wide site or City website to disperse department or program information. Since Social Media Sites lose the interest of their audiences when not updated regularly, department staff should calculate the time and effort it will take to maintain a site so that visitors continue to find value over time. As a practice, Social Media Sites should be updated at least three times per week;
- c. Departments must obtain approval from the Chief Communications Officer or their designee prior to creating a Social Media Site. The Chief Communications Officer or his/her designee will review department requests to establish Social Media Sites and has the sole authority to establish and/or terminate City accounts and pages;
- d. All City Social Media Sites shall utilize authorized City contact information for account set-up, monitoring and access. The Public Information Office will oversee the details of the set-up process and utilize the support of the City's Information Technology Department, as needed;
- e. Once approval is received from the Chief Communications Officer or his/her designee, the department must use the common Social Media Site format to maintain consistency with other City Social Media Sites.
- f. Each Department Head, where applicable, shall appoint a specific staff member(s) to maintain and monitor the Social Media Site. Department Heads are responsible for ensuring their staff follows the procedures set forth in this Social Media Policy. If a staff member assigned to maintain and monitor a Social Media Site ceases to be an employee of the City, the Department Head shall immediately contact the Chief Communications Officer or his/her designee to ensure that password(s) are revised and other appropriate actions are taken;
- g. Those designated and authorized to utilize Social Media are responsible for regularly posting information and monitoring comments, as set forth in this policy and under the Public Records Act, pursuant to Government Code § 6250 et seq. All log-in information, including passwords, shall be provided to the Chief Communications Officer or his/her designee for each City Social Media Site;
- h. The Chief Communications Officer or his/her designee shall maintain a list of all City Social Media Sites, including login and password information when possible, to allow for the immediate alteration or removal of content that is inappropriate or inconsistent with this Social Media Policy;

- i. The City reserves the right to terminate any City Social Media Site at any time without notice.

2. Information Posted on Social Media Sites—City Posted Information

- a. Those designated and authorized to utilize Social Media, are responsible for complying with applicable federal, state, and local laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright, records retention, Public Records Act, First Amendment, privacy laws, acceptable use of City owned or controlled digital equipment, Internet access and information security policies established by the City of Beverly Hills.
- b. Those designated and authorized to utilize City Social Media Sites are representing the City of Beverly Hills via Social Media Sites and must conduct themselves at all times as representatives of the City of Beverly Hills.
- c. Those designated and authorized to post on City Social Media Sites, including part-time and contract employees, shall not express their own personal views or concerns through such postings. Instead, postings on any of the City's Social Media Sites shall reflect the views of the City.
- d. The City of Beverly Hills website (www.beverlyhills.org) will remain the City's primary and predominant internet presence. Wherever possible, content posted to City Social Media Sites will also be available on the City's main website. Content posted on City Social Media Sites should contain links directing users back to the City's official website for in-depth information, forms, documents, or online services necessary to conduct business with the City.
- e. Information posted to City Social Media Sites becomes public information and there should be no expectation of privacy in regards to the information posted on these sites. Whenever possible, those being photographed or videotaped at City events will be advised through on-site signage.
- f. All City Social Media Sites shall clearly indicate that they are maintained by the City and shall prominently display City contact information. Branding the City's social media pages as "the official site of the City of Beverly Hills" is required. All City-maintained Social Media pages shall include the Beverly Hills Shield Design Mark and the following language: "This is the official (Facebook, Twitter YouTube, etc.) page for the City of Beverly Hills, Department Name, California."
- g. Where possible, City Social Media Sites shall clearly indicate that content posted or submitted for posting on the site is subject to public disclosure. The following language should be clearly visible on the wall page: "The City of Beverly Hills' page is to provide general public information only. Should you require a response from the City of Beverly Hills or wish to request City services, you must go to www.beverlyhills.org or call the City at (310) 285-1000. Any comments submitted to this page are public records subject to disclosure under California law."

- h. The City's public safety social media pages shall clearly indicate that emergency responders are not monitoring them and the following language shall be clearly visible on the wall page: "This site is not actively monitored by City of Beverly Hills emergency personnel. If you have an emergency or need emergency assistance, you should call 911."
- i. All information posted to City Social Media Sites on the City's behalf must:
 - i. Directly pertain to City of Beverly Hills sponsored or City endorsed programs, services and events;
 - ii. Present the City in a positive light and a professional manner;
 - iii. Contain information that is freely available to the public and not be confidential as defined by any City policy or local, state or federal law;
 - iv. Not include content that is contrary or detrimental to the City's mission, values, image and interests;
 - v. Not contain religious messages or advocate or promote religious beliefs;
 - vi. Not contain content in support of, or in opposition to, any political candidate or ballot measure with the exception of resolutions adopted by the City Council;
 - vii. Comply with all local, State and Federal laws;
 - viii. Not contain profane language or content; Not contain sexual content or links to sexual content; not contain content that promotes, fosters or perpetrates 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 applicable local laws; and
 - ix. Not contain solicitations of commerce or conduct or encourage illegal activity.
- j. Employees administering a City Social Media Site on behalf of the City of Beverly Hills are expected to understand the current terms of service for that site.
- k. The City has full permission and rights to any content posted by the City, including photographs and videos.
- l. Violation of these standards may result in the removal of City pages from the social media outlets and may cause disciplinary action to be taken as determined by the City Manager or his/her designee in compliance with the City's Personnel Rules and Regulations.

- m. Comment Policy Notice must be displayed on all City Social Media Sites that allow posts, indicating that the discussion is moderated and inappropriate content will be removed, to read as follows: "Comments posted to this page will be monitored. The City of Beverly Hills may remove any comment that violates the City of Beverly Hills Social Media Policy, including but not limited to comments that: contain profane, obscene or pornographic language or content; threatens or defames any person or organization; supports or opposes political candidates or ballot measures; promotes illegal activity; violates federal, state or local laws; promotes discrimination on an unlawful basis; or discusses topics not related to the particular issue or subject discussed on the City's Social Media Site."
- n. Authorized users shall be provided a copy of this Social Media Policy and are required to acknowledge their understanding and acceptance by signing and dating the last page of this document and returning the original copy to the Chief Communications Officer or his/her designee and retaining a copy for their records.
- o. Social Media Sites will not post in exchange for payment, goods or services. Additionally, City Social Media Sites will not spotlight or promote individual businesses unless those businesses are sponsoring a City event or have received a City initiated honor, such as; ribbon cutting, City Council recognition or other exceptionally recognized event.

3. Information Posted by Outside Individuals

- a. Posted content (including comments, photos, and links) must be related to the topic posted by the City or may be removed.
- b. Comments containing any of the following inappropriate forms of content may not be permitted on City of Beverly Hills Social Media Sites:
 - i. Comments unrelated to the original topic or article;
 - ii. Comments in support of, or in opposition to any political campaigns or ballot measures;
 - iii. Profane, obscene or pornographic language or content or links to such language or content;
 - iv. Solicitations of commerce, including but not limited to advertising of any business or product for sale, except for information posted by businesses that have a business license issued by the City and/or a store-front or office space in the City;
 - v. Content that conducts or encourages illegal activity;
 - vi. Any information that is illegal to disseminate or that might compromise the safety or security of the public or public systems;
 - vii. Content that violates a legal ownership interest, such as a copyright, of another party;

- viii. Defamatory statements;
 - ix. Threats of violence or injury to any person, property, or organization;
 - x. Content that violates any federal, state or local law; and
 - xi. Content that promotes, fosters, or perpetuates discrimination on the basis of race, color, creed, sex, age, religion, national origin or ancestry, physical or mental disability, veteran status, parentage, marital status, medical condition, sexual identity, sexual orientation, as well as any other category protected by federal, state, or local laws.
- c. Comments on topics or issues not within the legislative jurisdiction of the City of Beverly Hills may be removed.
 - d. If comments do not otherwise violate this policy, then the content should be allowed to remain, regardless of whether it is favorable or unfavorable to the City of Beverly Hills.
 - e. A comment posted by a member of the public or City employee on any City Social Media Site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of or agreement by the City of Beverly Hills, nor do such comments necessarily reflect the opinions or policies of the City of Beverly Hills.
 - f. City employees are discouraged from posting on personal social media accounts during working hours and should not use City email addresses to register on social networks as they may infer City endorsement or representation.
 - g. The City of Beverly Hills reserves the right to remove any content that is deemed to be in violation of this Social Media Policy or any applicable law.

4. General Social Media Guidelines

- a. Social media offers a new model for public interaction, but like much of the content on the Internet, it is not necessarily secure or accurate, and the benefits it provides, such as facilitating the sharing of useful information and fostering increased public engagement, are not without challenges. City staff, including part-time and contract employees, must follow the City's procedures set forth in Section VI. In addition, Staff should abide by the following additional guidelines, which are meant to help employees who use Social Media on the City's behalf address the challenges while maximizing the benefits of these developing technologies.
 - i. Be transparent and truthful - Your honesty, or dishonesty, will be quickly noticed in the social media environment. Always be careful and considerate.
 - ii. Be timely - The employee should review social media sites at least once each workday to ensure that comments and content are current and accurate.

- iii. Be cautious - Make sure your efforts are transparent and do not violate the City's privacy, confidentiality and legal guidelines. Do not publish any material that is confidential. Never comment on anything related to legal matters or personnel issues.
 - iv. Be judicious - use good judgment in responding to a post. Engaging any person posting in an argumentative or offensive manner should be avoided. If such a comment warrants a response, take the conversation off-line. When in doubt, ask the Chief Communications Officer or his/her designee.
5. Elected Officials' Social Media Accounts
- a. Elected Officials' social media accounts are the personal social media accounts for these individuals. The City's official social media accounts are the primary source of information for City news and updates. Elected Officials' social media accounts are not monitored by the City's Public Information Office.
6. Records Management and Requests for Information
- a. Under certain circumstances, content appearing on the City's Social Media Sites may be subject to the California Public Records Act ("Act") and subject to disclosure by the City if requested. Accordingly, the City's use of Social Media shall be documented and maintained in an easily accessible format that tracks account information and preserves items that may be considered a record subject to disclosure under the Act or required to be retained pursuant to the Government Code.
7. Terms of Service
- a. Each type of Social Media used by the City maintains a "Terms of Service" agreement ("Terms"). All comments posted to any City of Beverly Hills Social Media Site are bound by these "Terms" and the City of Beverly Hills reserves the right to report any user violation.

VII. FORMS AND ATTACHMENTS:

- 1. Not Applicable.

VIII. UPDATE HISTORY:

- 1. This AR was established in 2021.

Approved:

George Chavez July 19, 2021 | 09:42 PDT

GEORGE CHAVEZ DATE
City Manager

Keith Sterling June 24, 2021 | 21:28 PDT

KEITH STERLING DATE
Chief Communications Officer

Laurence Wiener July 15, 2021 | 13:01 PDT

LAURENCE WIENER DATE
City Attorney

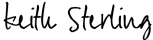
Certificate Of Completion

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Source Envelope:	
Document Pages: 10	Signatures: 3
Certificate Pages: 2	Initials: 0
AutoNav: Enabled	Envelope Originator:
Envelopeld Stamping: Enabled	Gabrielle Ressa
Time Zone: (UTC-08:00) Pacific Time (US & Canada)	455 N. Rexford Drive
	Beverly Hills, CA 90210
	gressa@beverlyhills.org
	IP Address: 198.245.189.166

Record Tracking

Status: Original	Holder: Gabrielle Ressa	Location: DocuSign
6/22/2021 8:57:01 AM	gressa@beverlyhills.org	

Signer Events

Signer Events	Signature	Timestamp
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	Signature Adoption: Pre-selected Style Using IP Address: 104.1.54.230	

Electronic Record and Signature Disclosure:
Not Offered via DocuSign

Laurence Wiener lwiener@rwglaw.com Security Level: Email, Account Authentication (None)		Sent: 6/24/2021 9:28:06 PM Viewed: 7/15/2021 1:00:59 PM Signed: 7/15/2021 1:01:14 PM
	Signature Adoption: Pre-selected Style Using IP Address: 208.87.233.201	

Electronic Record and Signature Disclosure:
Not Offered via DocuSign

George Chavez gchavez@beverlyhills.org Security Level: Email, Account Authentication (None)		Sent: 7/15/2021 1:01:15 PM Resent: 7/19/2021 8:05:20 AM Viewed: 7/19/2021 9:41:39 AM Signed: 7/19/2021 9:42:01 AM
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Electronic Record and Signature Disclosure:
Not Offered via DocuSign

In Person Signer Events	Signature	Timestamp
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Agent Delivery Events	Status	Timestamp
Intermediary Delivery Events	Status	Timestamp
Certified Delivery Events	Status	Timestamp
Carbon Copy Events	Status	Timestamp

Carbon Copy Events	Status	Timestamp
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Jill Doohen
JDoohen@rwglaw.com
City of Beverly Hills
Security Level: Email, Account Authentication
(None)

COPIED

Sent: 6/24/2021 9:28:06 PM

Electronic Record and Signature Disclosure:
Not Offered via DocuSign

Shani Parker
SParker@rwglaw.com
City of Beverly Hills
Security Level: Email, Account Authentication
(None)

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Electronic Record and Signature Disclosure:
Not Offered via DocuSign

Witness Events	Signature	Timestamp
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Notary Events	Signature	Timestamp
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Envelope Summary Events	Status	Timestamps
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Payment Events	Status	Timestamps
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