

CITY OF IRVINE PUBLIC USE SOCIAL MEDIA POLICY

- I. Purpose
- II. Applicability
- III. General Policy
- IV. Terms of Service of Social Media networking sites
- V. Records Management
- VI. Social Media Definition

I. PURPOSE

This policy governs users and others who interact with the City of Irvine through any and all social media sites and technology. By interacting with the City through any and all social media platforms, you agree to the following terms and conditions.

II. APPLICABILITY

This policy applies to all users and visitors to the City of Irvine's social media sites. The City's social media sites are a means of communication between the City and the public. The City reserves the right to remove any content that is posted on a City social media site in violation of this policy.

III. GENERAL POLICY

- A. Comments on any and all City of Irvine social media sites that contain any of the following are prohibited:
 - a. Comments not topically related to the particular social media article being commented on;
 - b. Comments in support of or in opposition to political campaigns or ballot measures;
 - c. Profane language or content;
 - d. 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;
 - e. Sexual content or links to sexual content;
 - f. Content that promotes pornography, obscenity, indecency, or other material offensive to prevailing community standards or persons of ordinary sensibilities;
 - g. Promotion of adult-oriented businesses;
 - h. Solicitation of commerce;
 - i. Promotion or advocacy for the sale or use of tobacco, alcohol, controlled substances, firearms or weapons;
 - j. Content that contains religious messages or images or advocate or promote religious beliefs;
 - k. Conduct or encouragement of illegal activity;

- l. Information that may tend to compromise the safety or security of the public or public systems; or
 - m. Content that violates a legal ownership of any interest.
 - n. Content that is libelous ; and/or,
 - o. Comments containing specific or imminent threats.
- B. The City is authorized to restrict or remove any content that is deemed in violation of the above-listed prohibitions or any applicable law.
- C. This policy may be revised at any time.

IV. TERMS OF SERVICE OF SOCIAL MEDIA NETWORKING SITES

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

V. RECORDS MANAGEMENT

- A. City social media technologies are subject to the California Public Records Act. Any content maintained in a social media format that is related to City business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure. Any articles and other content posted or submitted for posting are subject to public disclosure but are also subject to the City of Irvine’s privacy policy. Public disclosure requests must be directed to the owner of the social media site (e.g., Facebook, Twitter, Foursquare, You Tube, etc.)

VI. SOCIAL MEDIA DEFINITION

Social Media and Web 2.0 – Social media and Web 2.0 are umbrella terms that define the various activities that integrate technology, social interaction and content creation. Through social media, individuals or collaborations of individuals can create web or mobile content, organize content, edit or comment on content, combine content and share content. Social Media and Web 2.0 use a variety of web and mobile platforms.

Other terms for social media and Web 2.0 as reference in this document include “social networking service,” “social networking source,” “social media technology,” “social media platform,” “social media channels” and “social media site.”