

CITY OF OAKLAND



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ADMINISTRATIVE INSTRUCTION

SUBJECT/AGENCY	<i>City-Administered Social Media Policy/ City Administrator's Office</i>	NUMBER	599
REFERENCE	<i>None</i>	EFFECTIVE	September 11, 2019
SUPERSEDE	<i>None</i>		

I. PURPOSE

Social media presents an opportunity for the City to better communicate and engage with the Oakland community. The purpose of this Administrative Instruction (AI) is to establish protocols, procedures, and guidelines for City employees who create or publish content on social media platforms or tools on behalf of the City.

The City of Oakland uses social media platforms and tools to achieve three goals:

1. **Inform and engage** the community about City programs, initiatives, events, and services,
2. **Rapidly respond** to emergencies and disasters, and
3. **Direct the public to other digital assets**, primarily the City's website at <https://oaklandca.gov>.

All communications shared through the City of Oakland's social media channels are official City of Oakland communications. As such, all shared communications must be consistent with department messaging and approval protocols, and aligned with the City's Media Relations policy established in AI 351.

II. DEFINITIONS

Term

Definition

"Social media"

Forms of online communication that allow information to be rapidly shared

or "new media" with the community and re-posted by community members. The information shared on social media could include program or event details, ideas, direct messages to constituents, comments on a thread, and other content such as photos or videos. These tools and platforms are rapidly proliferating and constantly changing. This AI pertains to all types of social media, including these examples:

- Social sharing platforms (i.e., Facebook, Twitter, Nextdoor)
- Blogs (i.e., Medium) and microblogs (i.e., Tumblr)
- Photo and rapid video sharing (i.e., YouTube, Vimeo, Instagram, SnapChat)
- Wikis (i.e., Oakland wiki)
- Podcasts (i.e., Soundcloud)

The term "social media" may also include other kinds of media as designated by the City Administrator's Communications Office. Please refer to the list in the City of Oakland's "Social Media Guide" (<https://bit.ly/2k7KzKk>).

"Citywide Communications Team" This includes Communications staff in the City Administrator's Office including Public Information Officers (PIOs), the Digital Engagement Officer, and the Citywide Communications Director.

"Social Media Council" The "Social Media Council" is a team of core City staff selected by the City Administrator's Communications Office. The Digital Engagement Officer convenes the team and chairs quarterly meetings to fulfill five primary functions:

1. Review and share citywide Social Media policies, guidelines, and ethics;
2. Determine which social media platforms, management, and monitoring tools will best meet the City's needs;
3. Evaluate social media platforms to ensure consistent messaging, limit the over-proliferation of tools used by the City to communicate with our community, and minimize the burden on users of having too many City tools/channels to reach us;
4. Coordinate the integration of social media with other adopted technologies and communications platforms; and
5. Share best practices with social media practitioners within the City.

"The Social Media Guide" The document is a 'living' document that offers best practices and procedures for managing social media across the City. The document shares recommendations from the City's Social Media Council and City communications leadership on how best to use social media to support the communications goals of the City of Oakland. The latest copy is available

online: (<https://bit.ly/2k7KzKk>).

III. PROCEDURES

Maintenance and Compliance

Each Department and various work units or program staff must appoint a 'social media liaison' to oversee and support the City's social media efforts. The ideal individual is the Department's PIO or communications/community engagement liaison. The social media liaison is someone who is authorized to speak with quick authority on behalf of their assigned Department.

This individual will be responsible for the following:

- Upholding best practices defined by the Social Media Council,
- Publishing social media content,
- Social media monitoring,
- Managing public responses,
- Responding to direct queries, and
- Reporting emergencies.

The City's standard expectation is for social media liaisons to respond to all social media queries and reports from the public within 48-72 hours.

Use of the City's social media channels is subject to all appropriate Administrative Instructions, and City policies and standards. (See: Part IV More Information).

Social Media Platforms: Creation, Dissolution, and Use

- a. The creation or use of any social media channel or platform for City business requires written approval from the Citywide Communications Director in the City Administrator's Office. To request approval for a social media tool to be used by a Department or citywide, the social media liaison should send the request to OaklandPIO@oaklandnet.com with the following information:
 - i. Description of the tool and its proposed business objectives and goals,
 - ii. Departmental operational and use guidelines,
 - iii. Standards and processes for managing accounts on social media sites,
 - iv. Opportunities for use by other City departments or programs,
 - v. Description of how enterprise-wide design standards will be used, and
 - vi. The proposed username and administrative credentials for each site.

For more detailed guidance, please see the latest Social Media Guide at:
(<https://bit.ly/2k7KzKk>).

Restricted Activities

The following activities are not permissible uses of City social media:

1. *Advocacy or Lobbying.* City social media sites are not intended for building support for political policies, programs, or issues, except as permitted by law, nor as mechanisms for building support for parties or individuals.
2. *Campaigning.* City of Oakland social media sites are not to be used as campaign tools or to highlight political campaigns (CA Gov Code 8314).
3. *Promote products or services.* City social media is not to be used to promote the sale of any commercial product or service that is not sanctioned, sponsored, or supported by the City of Oakland.

Administration of Social Media Sites

The Citywide Communications Team will maintain a list of approved social media tools. This list will include login and password information provided by departments.

Department directors or social media liaisons must inform the Citywide Communications team of any changes to passwords, logins, tools, and/or personnel immediately.

The City Administrator's Office reserves the right to edit or remove content from any City of Oakland social media channel.

Records Retention

All City social media content is considered a matter of public record and subject to the disclosure requirements of the California Public Records Act and Oakland's Sunshine Ordinance. All published content must follow retention policies, per the City's record retention schedule.

Community Member Use Policy

City social media will hyperlink to the Social Media Community Member Use Agreement (Attachment A). Social media liaisons must keep track of any content removed based on these guidelines. Additionally, social media liaisons must document the date, time, and source of a removed post, when available.

Personal Social Media

The City acknowledges that City employees use social media for both personal and professional use. City platforms and tools must only be used to conduct City business and promote City services. Employees should keep in mind that there is no expectation of privacy on social media.

Personal social media account names should not imply affiliation or a City endorsement. Examples of usernames or handles that imply City endorsement are:

- @OaklandCommunications
- @OaklandPoliceOfficer
- @OaklandDigitalManager

Accounts that use an employee title or City affiliation must have approval from the Citywide Communications Team. Additionally, City staff are not authorized to use City sites for personal use or benefit.


Accounts created and maintained during City time must remain under City management. The City retains ownership when the social media administrator or account namesake departs. City accounts should not include any part of an individual's name.

IV. ADDITIONAL INFORMATION

Relevant City of Oakland Policies and Standards

The following City of Oakland policies and standards further guide citywide communications and social media usage:

1. AI 351: Media Relations Policy. Provides instruction and establishes protocol, procedures and guidelines for responding to and interacting with the media.
2. AI 140: Electronic Media Policy. Describes the City's policy on the authorized use of email systems, phone systems, and other electronic media.
3. AI 106: Public Records Requests. Outlines the requirements and procedures for responding to public records requests.
4. City Web Access Policy. Outlines the process and procedures for ensuring accessibility to web-based information and services, regardless of physical, sensory, or developmental abilities.



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