

City of Brisbane

Agenda Report

To: Honorable Mayor and City Council Members

From: Caroline Cheung via Clay Holstine, City Manager

Date: Meeting of December 18, 2014

Subject: City of Brisbane's Social Media Policy

RECOMMENDATION

Adopt a Social Media Policy for the City.

BACKGROUND

On March 28, 2012, the Public Information/Technology Subcommittee met to discuss whether the City should start using social media, namely Facebook and Twitter. At the time, it was decided to not pursue doing so, but to revisit the idea at a subsequent time. On June 24, 2013, the Subcommittee met again to discuss the possibility of staff opening a City of Brisbane Facebook page in order to only respond to comments posted on the Residents of Brisbane CALIFORNIA Facebook page. The direction from the Subcommittee was to do so.

On March 14, 2014, the Subcommittee met to discuss the City using social media as a means of communication and review the Draft Social Media Policy. Staff showed the Subcommittee the various City social media pages that have been set up – namely, Facebook, Twitter, Flickr, and YouTube.


On May 29, 2014, the Subcommittee met again to review different crowdsourcing or ideation platforms, and review the updated Draft Social Media Policy which had been updated to reflect the City's use of UserVoice to garner feedback from the public, and Nextdoor, which is a private social network for neighbors to share information with each other.

On July 23, 2014, the Subcommittee met a third time to review the latest edits to the Draft Social Media Policy, which had been suggested by Eugene Park, a colleague of our City Attorney and of the same law firm. He mainly wanted to make it clear who from staff would be managing the various social media sites and specifying in the Content sections the purpose of each of the sites. He also suggested posting only the first two pages on each of our social media platforms, with the subsequent pages being kept for internal use.

On July 26, the Brisbane Police Department set up their own Facebook page and so the Draft Social Media Policy was updated to reflect the fact they would be administering their own page, due to the sensitive nature of law enforcement information and the need to report and to notify citizens of rapidly unfolding events. The URL for their Facebook page was also added.

MEASURE OF SUCCESS

The City has an approved Social Media Policy that can be posted to each of its social media pages.



Caroline Cheung, Sr. Management Analyst



Clay Holstine, City Manager

ATTACHMENTS

1. Draft Social Media Policy

ATTACHMENT 1



City of Brisbane Social Media Policy (Last Updated August 1, 2014)

Purpose

To address the fast-changing landscape of the Internet and the way the public communicates and obtains information online, the City may make appropriate use of social media websites to better inform and engage with the community on key issues, news, and events taking place within the City.

General Policy

- A. The City's website (www.brisbaneca.org) will remain the City's primary and predominant Internet presence.
- B. SMC Alert (www.smcalert.info) will be the primary tool for disseminating emergency information. Facebook and Twitter will assist in reaching those that may not have signed up for text alerts via SMC Alert.
- C. No member of the City's legislative bodies shall use the City's social media websites as forums in which to conduct any meetings or communications subject to the Ralph M. Brown Act (Gov. Code § 54950 et seq.)
- D. Any content on the City's social media websites, including comments generated by the public, containing any of the following forms of content is prohibited and will be removed as soon as possible at the discretion of the City's social media account administrator:
 - a. Profane, sexually explicit, harassing, or abusive language or content;
 - b. Offensive or discriminatory language or content that targets groups on the basis of race, color, age, religion, gender, marital status, national origin, physical or mental disability, or sexual orientation;
 - c. Solicitations or advertisements that are commercial in nature;
 - d. Statements that promote or oppose any person campaigning for election to a political office or any ballot measure; and
 - e. Content that violates intellectual property rights or the legal ownership interests of another party.

Account Administration

- A. All social media accounts and their content, login information, and followers are the property of the City.
- B. With the exception of the Police Department, the administrator of the City's social media accounts will be the Senior Management Analyst in the City Manager's Office or designee. The account administrator will maintain a list of the City's social media sites, including login and password information, and will exercise discretion as to adding or removing the City's social media websites.
- C. With the exception of the Police Department, the City's social media account administrator, or designee, will be the sole City employee authorized to post content on any of the City's social media websites.

- D. Due to the sensitive nature of law enforcement information and the need to report and to notify citizens of rapidly unfolding events, the police department will be responsible for maintaining and administering their own social media sites. The administrator of the police department's social media accounts will be the Chief of Police or designee. The account administrator will maintain a list of the Police Department's social media sites, including login and password information, and will exercise discretion as to adding or removing Police Department social media websites. The police department's social media account administrator, or designee, will be the sole City employee authorized to post content on any of the police department's social media sites.

Contact Information

Community Engagement Office

Direct: (415) 508-2157 | Fax: (415) 467-4989 | [E-mail](#)

Guidelines for City's Social Media Websites

Facebook

Facebook is a social networking site that continues to grow in popularity and functionality. Businesses and government agencies have joined individuals in using Facebook to promote activities, programs, projects, and events. Facebook will be used to drive traffic to the City's website and to inform a wider audience about City issues, news, and events.

The City's official Facebook page will be: <https://www.facebook.com/brisbane94005>

Content

- A. The City's social media account administrator will endeavor to add new content at least 3 times per week.
- B. Wherever possible, content will include links to the City's website for more information.
- C. The City's Facebook and Twitter pages will provide information relevant to City businesses when appropriate and help promote special events that benefit the business community.
- D. Appropriate comments will be allowed and welcomed at any time. However, given the need to manage resources, replies from the City should only be expected during regular business hours.

The official page for the Brisbane Police Department will be: <https://www.facebook.com/BrisbanePD>

Content

- A. The Police Department will aim to bring relevant information about the department and things of interest within the community.
- B. Wherever possible, content will include links to the City's website for more information.
- C. Appropriate comments will be allowed and welcomed at any time. Replies from the Police Department will occur as needed to supply the community with up-to-date information.

Twitter

Twitter is a microblogging service that allows users to send and read "tweets", which are text messages limited to 140 characters.

The City's official Twitter page is: <https://twitter.com/CityofBrisbane>

Content

Twitter will be used to drive traffic to the City's website and to inform a wider audience about City issues, news, and events. Tweets will largely reflect Facebook posts, as staff will use Hootsuite, a social media management tool where users can update all or just a few of their social media accounts with the same status at one time.



Flickr is an image-hosting site that allows users to share personal photographs in full resolution.

The City's official Flickr site will be: <http://www.flickr.com/photos/brisbanecalifornia/>

Content

Flickr will be used to display pictures taken within Brisbane, especially those taken at City-sponsored community events. Any person may post content on Flickr so long as the content complies with the City's General Policy for social media. The City's social media account administrator will endeavor to upload photos taken at community events. Pictures submitted by community members may also be uploaded to the City's Flickr account, with the owner's name appearing in the photo's filename. Current photo sets can be found here: <http://www.flickr.com/photos/brisbanecalifornia/sets/>



YouTube is a video-sharing website on which users can upload, view, and share videos.

The City's official YouTube channel will be: <http://www.youtube.com/brisbaneca>

Content

YouTube will be used to post videos of City Council and other City meetings. Public meetings including City Council, Planning Commission, and Open Space & Ecology Committee meetings are being recorded via Ustream when the meeting is taking place. There is an option to link the City's Ustream and YouTube accounts, so that at the conclusion of a meeting, the meeting recording can be immediately uploaded to the City's YouTube channel. When a user subscribes to the City's channel, they will receive updates on their YouTube homepage every time the City uploads a new video.



Nextdoor is a private social network for neighbors to share information with each other. There are currently two "neighborhoods" using Nextdoor – one that is called "Brisbane" and one that is called "Viewpoint at the Ridge". The City cannot view the posts that are shared on either of these forums.

The City's Nextdoor login page is available at this link: <https://cityofbrisbane.nextdoor.com/login/>

Content

Nextdoor will be used to post emergency alerts, should the City send out any using SMCAAlert. Content on Nextdoor can be categorized into one of the following areas: Classifieds, Crime & Safety, Free Items, Lost & Found, Recommendations, and General. Though the City cannot view the individual posts that are shared on the forums, the City does have the ability to post a message or "urgent alert" to one, or both, of the neighborhoods as well as contact the "neighborhood lead".



Userve is a crowdsourcing tool that can present one or more issues to the public and then invite original ideas, seek input on specific questions, or allow comments and discussion on the ideas of others.

The City's Feedback Forum can be accessed by clicking on the red Feedback tab located on every page of the City's website: <http://brisbaneca.uservice.com/forums/60731-civic-participation-project>

Content

Userve will be used to provide a public forum to suggest ideas that may be able to be addressed by the City. Content is largely driven by resident suggestions, with the most-voted on suggestions rising to the top of the page. The City is able to assign a status to a suggestion of either: Started, Under Review, Planned, Completed or Declined.

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