



CITY OF DEL MAR

City of Del Mar Social Media Commenting Policy

The City of Del Mar (City) uses social media as a communication tool to disseminate information to the public about the City's news and events, and that of relevant community organizations. Social media is also used to solicit public feedback or facilitate discussion on certain issues regarding City information and business. Social media is an immediate method of information transmission and offers the City the opportunity to engage with the community it serves.

Purpose

The City supports the use of social media networks to enhance communication efforts; however it has an interest in determining what messages are delivered and what information is exchanged regarding the City through the use of its social media platforms. This Policy establishes guidelines for the establishment and use by the City of social media sites, and may be updated or amended from time-to-time by the City Manager.

City of Del Mar Official Social Media Platforms

Time-sensitive information is shared through social media to broadcast messages to a broad audience. Wherever possible, content posted to City social media sites will contain links directing users back to the City's official website (www.delmar.ca.us) for in-depth information, forms, documents or online services necessary to conduct business with the City. The City's website remains the primary source of City of Del Mar information. The City Manager and/or his/her designee(s) are charged with overseeing the design, implementation, management, and monitoring of City social media sites.

Information is provided on the following official City social media sites:

- Facebook: facebook.com/CityofDelMar
- Twitter: twitter.com/CityDelMar

Commenting on City Social Media Sites

The City of Del Mar welcomes comments on its social media platforms but reserves the right to moderate comments in accordance with City policies. By posting or commenting on the City's social media sites, users agree to the terms of this Policy, and to indemnify, defend, and hold harmless the City and its officers, elected and appointed officials, contractors, employees and volunteers from and against all liabilities, judgments, damages, and costs (including attorneys' fees and costs) that may arise out of or are related to content posted by the user. Any comments submitted to the City's social media sites are public record and may be subject to public disclosure.

To ensure transparency and proper usage, the City may monitor its social media sites and may remove, hide or report any user-generated content or comments on social media accounts, as soon as possible and without prior notice, that:

- Contains obscene, profane or vulgar language or content;
- Would be threatening, abusive, or harassing to a reasonable person;
- Incites or promotes violence or illegal activities;
- Promotes, fosters or perpetuates discrimination on the basis of a protected class under local, state or federal regulation or law
- Contains information that reasonably could compromise individual or public safety;
- Contains links to malicious or harmful software;
- Violates copyright, trademark or other intellectual property rights of any person or entity;
- Violates a local, state, or federal regulation or law, including privacy laws;
- Advertises or promotes a commercial product or service;
- Contains spam or links to other websites unrelated to City business;
- Contains sexually explicit content or links thereto; and/or
- Contains personally-identifiable and/or confidential information.

The City reserves the right to deny access to City social media sites for any individual who violates this Policy at any time and without prior notice. Under no circumstance will users or their comments be removed, blocked or modified from the City's social media sites simply because they: criticize the City, its officials or employees, express an unpopular or offensive opinion, or state a different viewpoint than the original social media content.

The City does not endorse any posts published on its social media sites by any member of the public, including, but not limited to, posts advertising any product, service, company or organization that may or may not contain links to external social media pages. The responsibility for external content or comments rests with the organizations or individuals providing them. The City further disclaims liability for any such content.

Questions/Comments

Questions or concerns regarding the City's Social Media Commenting Policy should be submitted by email to citymanager@delmar.ca.us.