



## Legislation Text

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### Report to Mayor and City Council

Tuesday, December 06, 2016

Discussion

#### **SUBJECT:**

**CONSIDERATION OF COUNCIL POLICY AND PROCEDURE (CPP) NO. 1.11.04 -  
SOCIAL MEDIA POLICY (CITY COUNCIL)**

#### **I. SUMMARY**

As communication on various mediums develop, the City of Carson has a need to augment traditional communication methods with the use of social media. In general, the City supports the use of social media to further the City and department missions and goals. However, along with new forms of communication platforms, spanning multiple devices such as smart phones, lap top computers, smart watches and ipads, there is a need to develop policy that ensures that staff and elected officials communicate effectively, professionally, and within the guidelines of the various laws governing elected officials and their communications.

#### **II. RECOMMENDATION**

APPROVE Council Policy and Procedure (CPP) No. 1.11.02 - Social Media Policy

#### **III. ALTERNATIVES**

1. DO NOT APPROVE this Council Policy and Procedures.
2. TAKE a different action the City Council deems appropriate.

#### **IV. BACKGROUND**

The City endorses the secure use of social media technology to enhance communication, collaboration and information exchange; streamline processes; and foster productivity improvements. However, their application must not compromise data confidentiality and integrity. The same standards of conduct, principles and guidelines that apply to all City

officials, officers, employees, volunteers, and contractors in the performance of their assigned duties apply to employee social media. The Departments using social media technology prior to the implementation of this policy shall achieve full policy compliance within 90 days of the effective date of this document approval by the City Council.

This policy was established and developed by the following steps:

1. City staff collaborated with the Information Technology Manager to draft the policies. The group reviewed the Social Media Policies of several other cities prior to drafting our own policy.
2. The draft policy was submitted on May 23<sup>rd</sup> to the Technology Advancement & Innovation Commission for review & their recommendations.
3. On June 21<sup>st</sup>, the draft policy went to the City Council Technology Subcommittee for review & their recommendations & was approved at their July 5<sup>th</sup> meeting.
4. On July 6<sup>th</sup>, the draft policy was submitted back to the City Attorney for review & recommendations. City Attorney's office completed their draft review on September 28<sup>th</sup>.

## **V. FISCAL IMPACT**

None

## **VI. EXHIBITS**

1. Council Policy and Procedure (CPP) 1.11.02 (pgs. 3 - 15)

Prepared by: Robert Eggleston, Information Technology Manager