

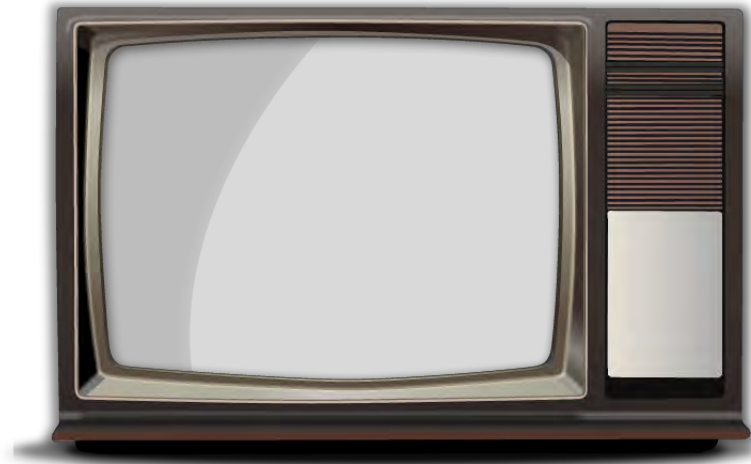


Digital and Social Media

League of California Cities

January 2022

Information Sources 20 Years Ago



Today's Information Diet



We Are Addicted to Media!



per day watching, reading, listening or
simply interacting with media

Source: [Nielsen, March 25, 2021, "Total Audience Report: Advertising Across Today's Media."](#)

We Are Addicted to Our Phones...

**Americans check
their phones...**

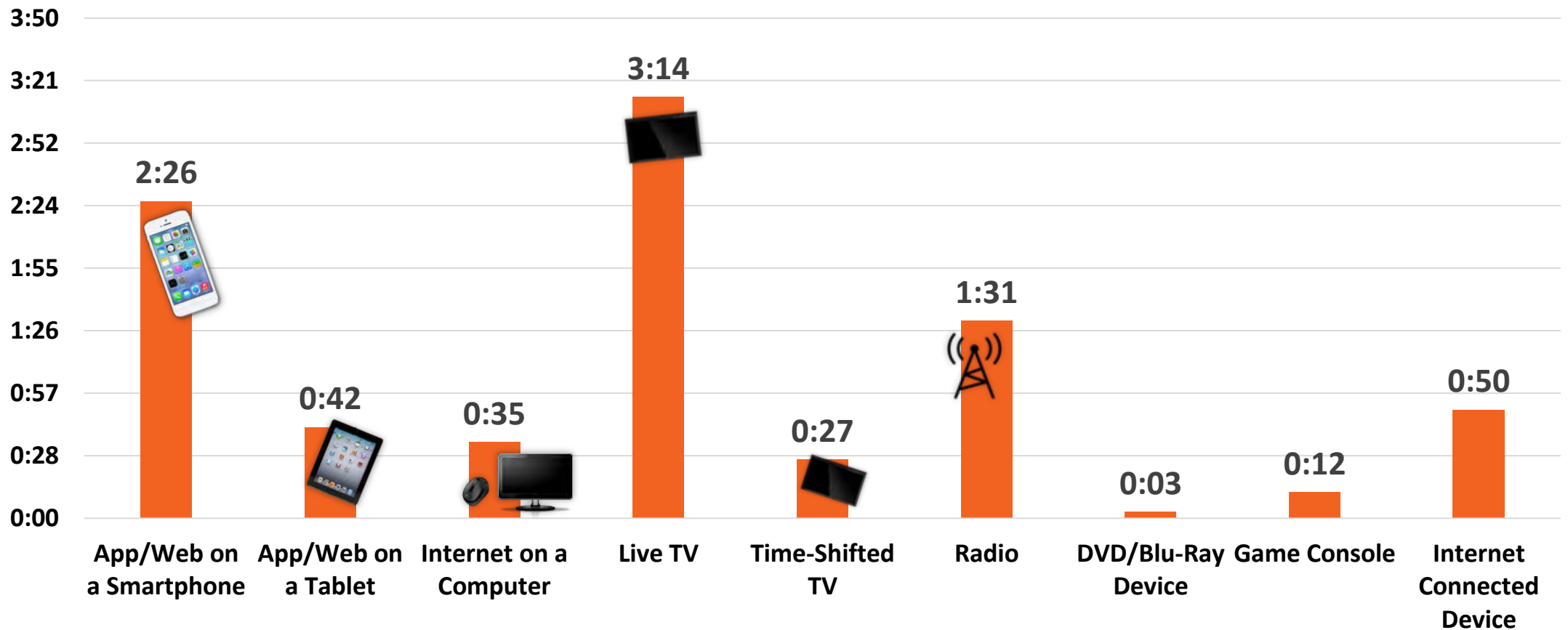


...times per day!

Source: [SlickText, January 4, 2022, "44 Smartphone Addiction Statistics for 2022."](#)

Consumers Spend Time Across Platforms

Average Time Spent Per Adult 18+ Per Day (Based on Total U.S. Population)



Source: [Nielsen, March 25, 2021, "Total Audience Report: Advertising Across Today's Media."](#)

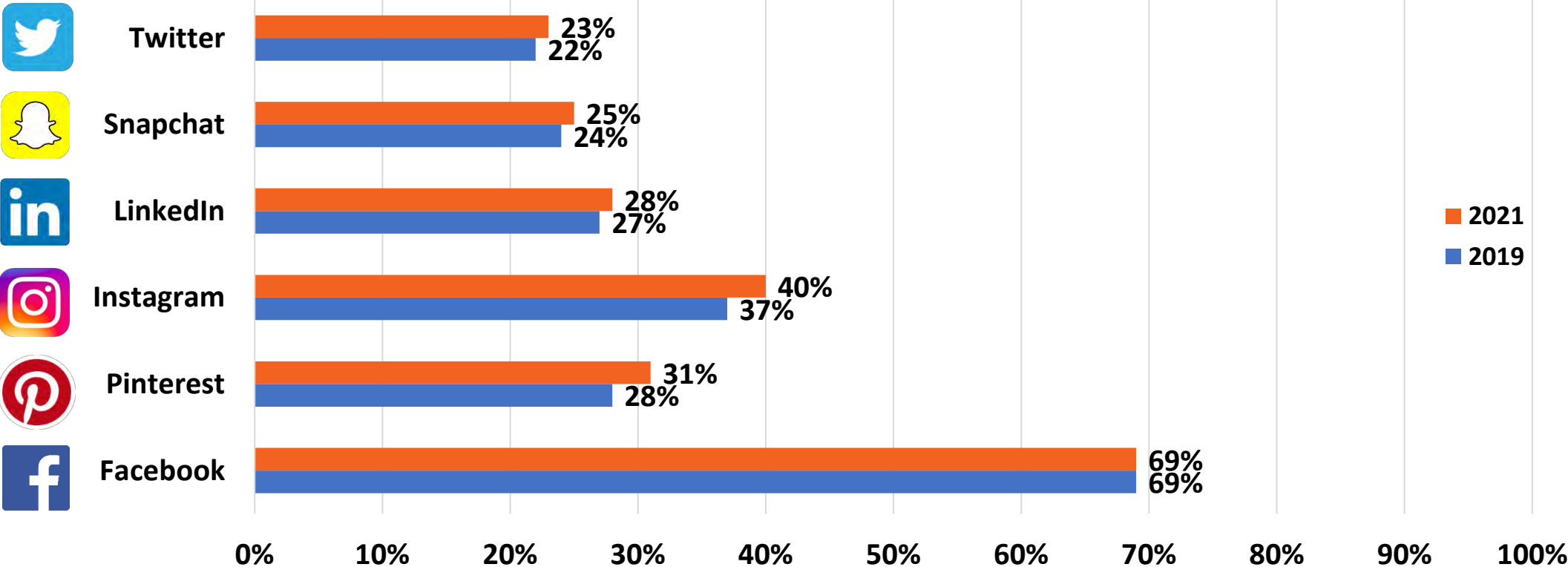
Attention Span & Digital Media



Source: [Muck Rack, July 14, 2020, "How declining attention spans impact your social media."](#)

Facebook is Still the Most Used Social Platform

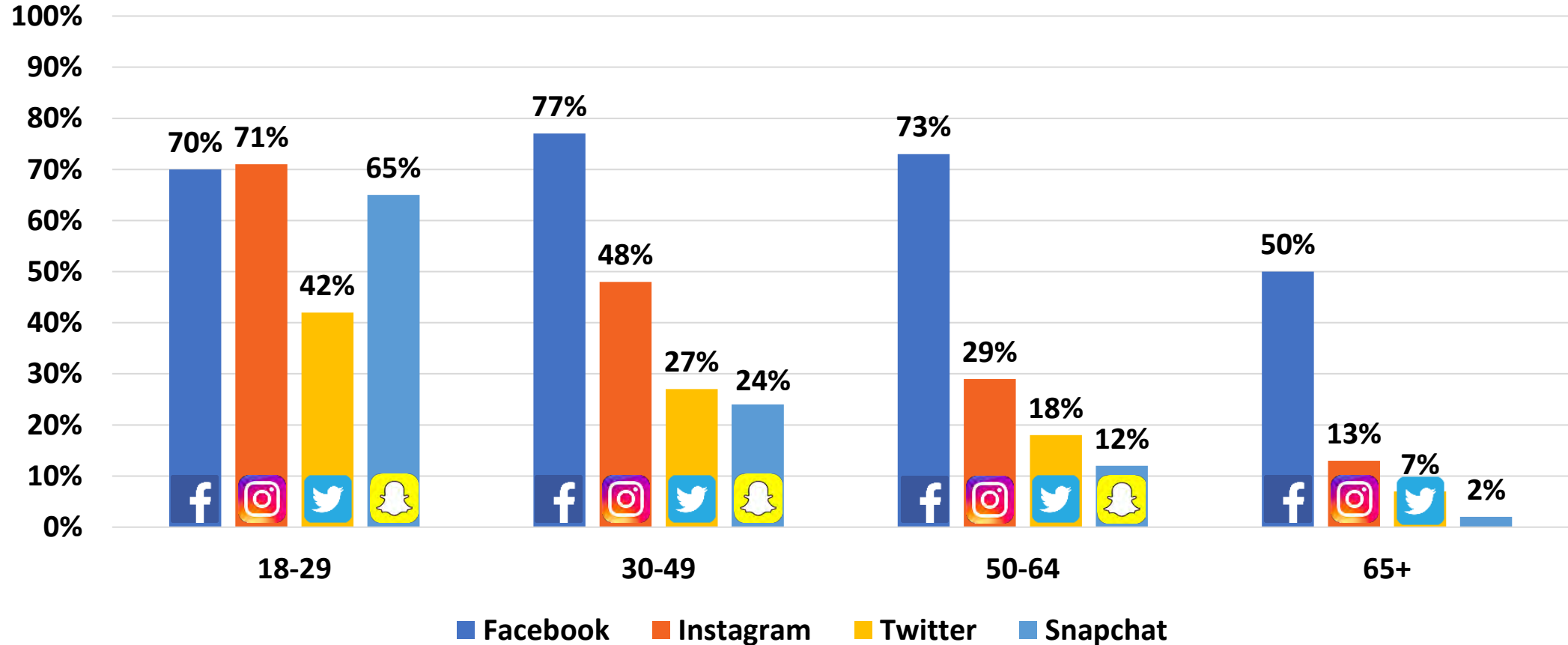
% of U.S. adults who say they ever use...



Source: [Pew Research Center, February 8, 2021, "Social Media Fact Sheet."](#)

Social Media Use By Age

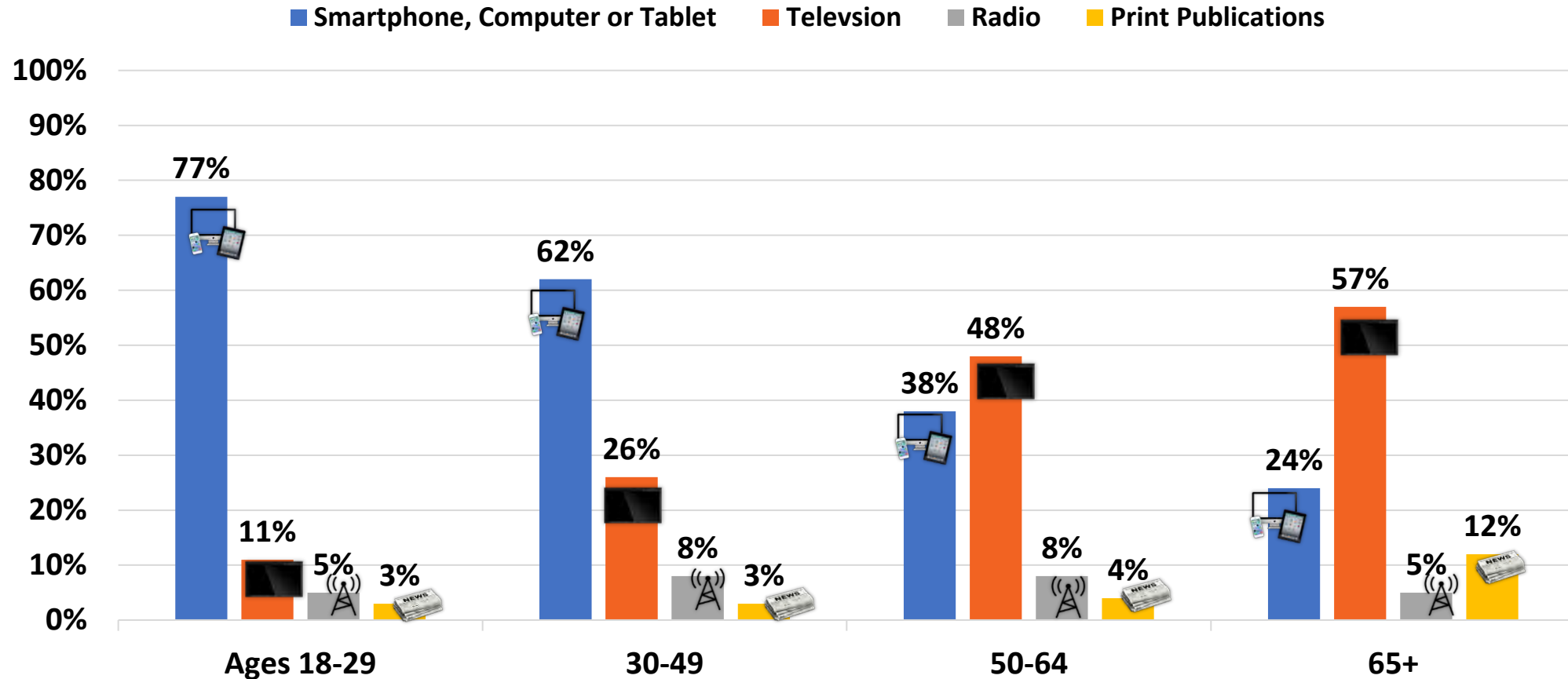
% of U.S. adults in each demographic group who say they ever use..



Source: [Pew Research Center, February 8, 2021, "Social Media Fact Sheet."](#)

Age Dictates How Americans Get Their News

% of U.S. adults in each demographic group who say they prefer ___ for getting news...

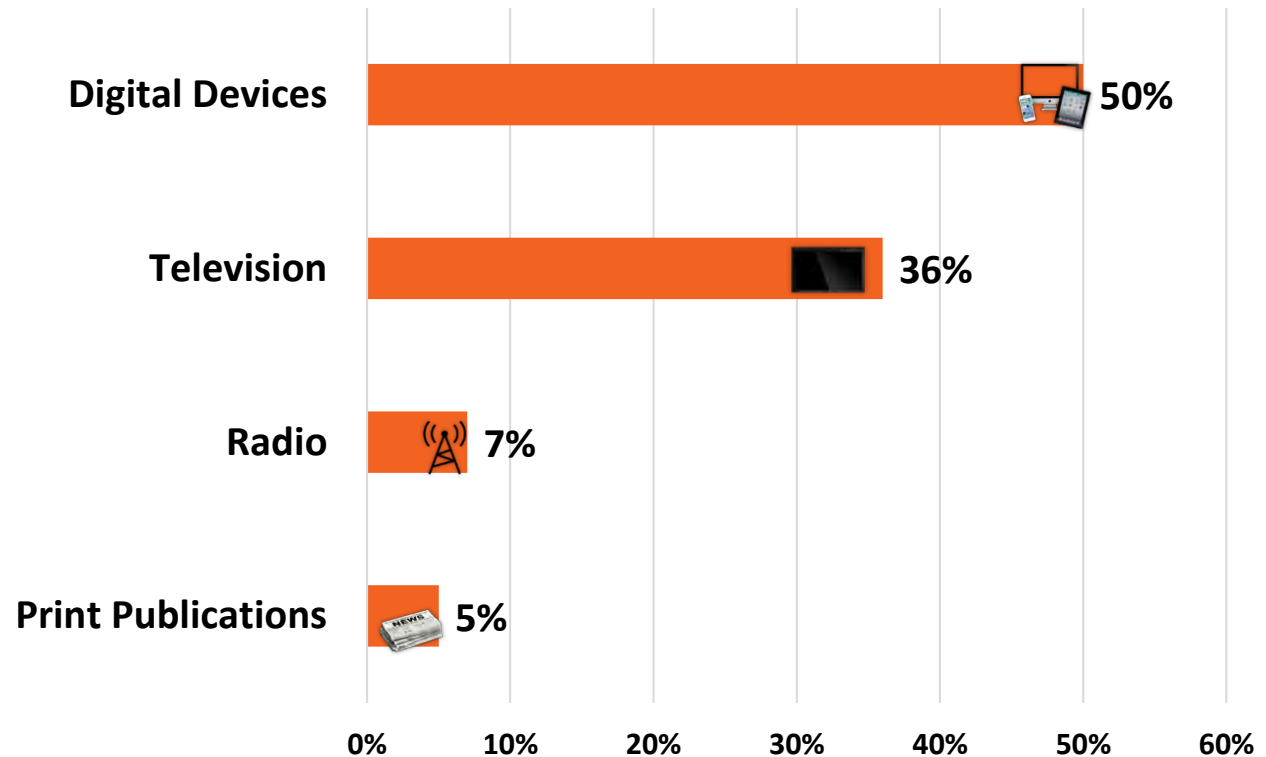


Source: [Pew Research Center, November 8, 2021, "News Platform Fact Sheet."](#)

Digital Devices: #1 Way to Consume News

% of U.S. adults in each demographic group who say they prefer ___ for getting news...

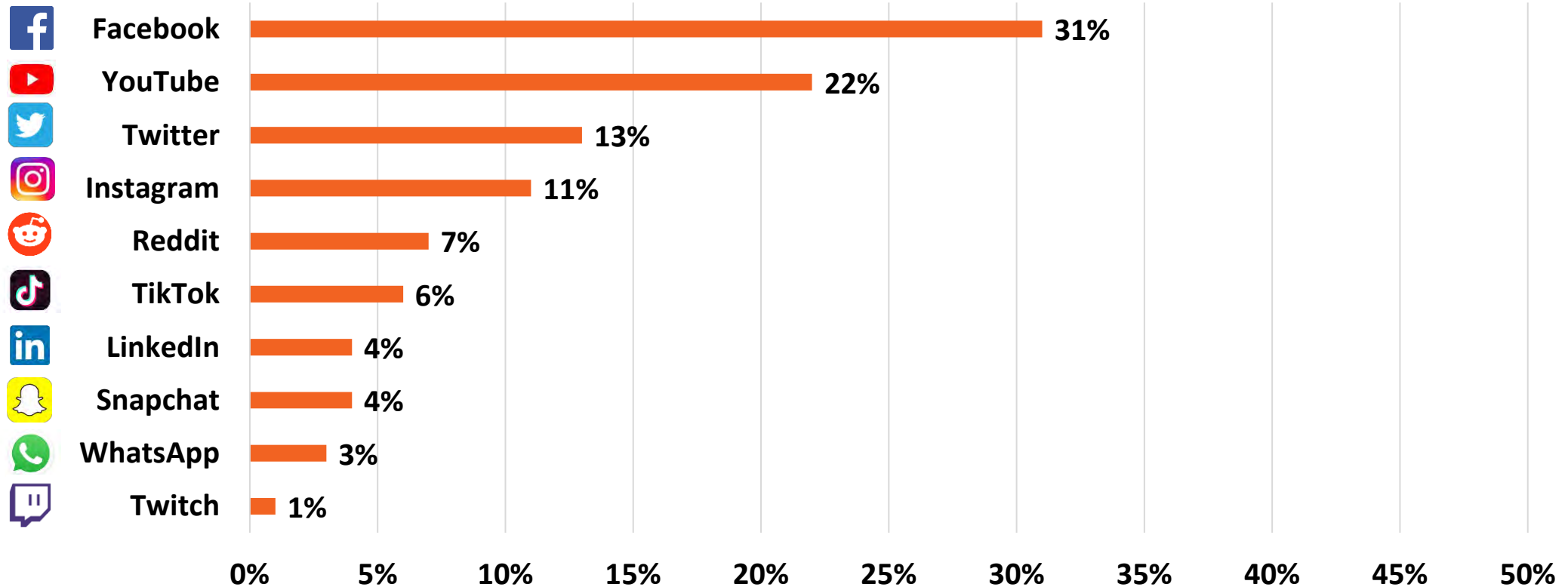
- Half of Americans say they prefer a digital device to get news.
- Americans ages 50+ use both television and digital.
- Younger age groups have almost fully turned to digital devices.



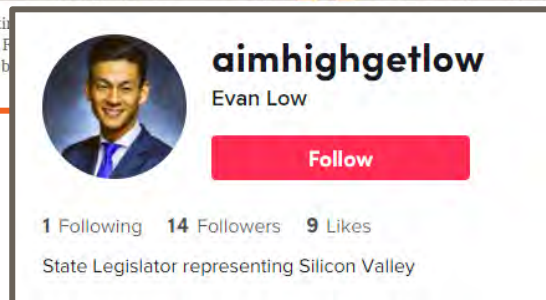
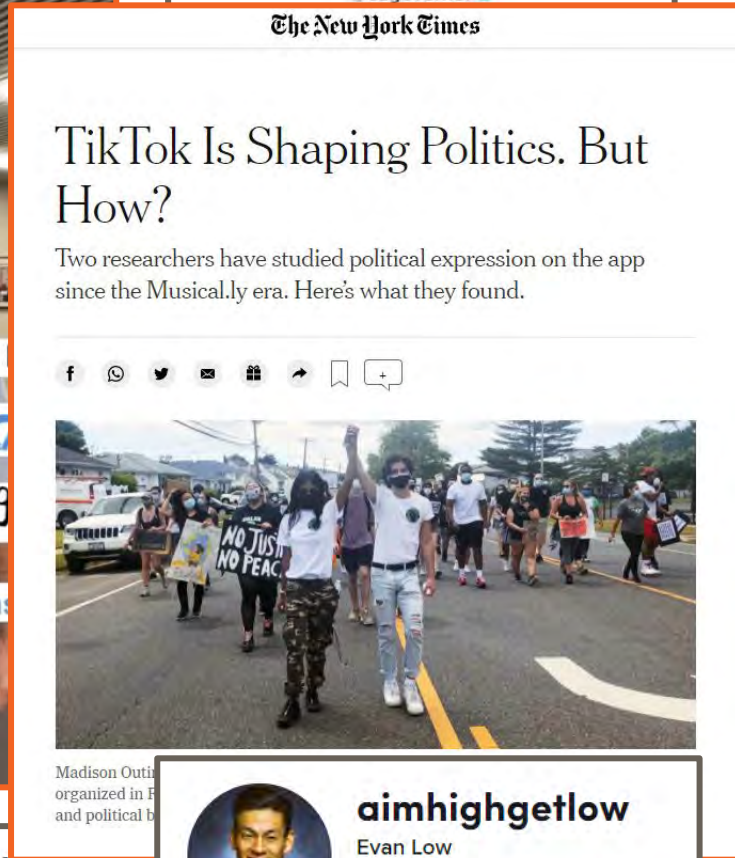
Source: [Pew Research Center, November 8, 2021, "News Platform Fact Sheet."](#)

News Use Across Social Media Platforms

% of U.S. adults who get news on each social media site...



Source: [Pew Research Center, September 20, 2021, "News Consumption Across Social Media in 2021."](#)

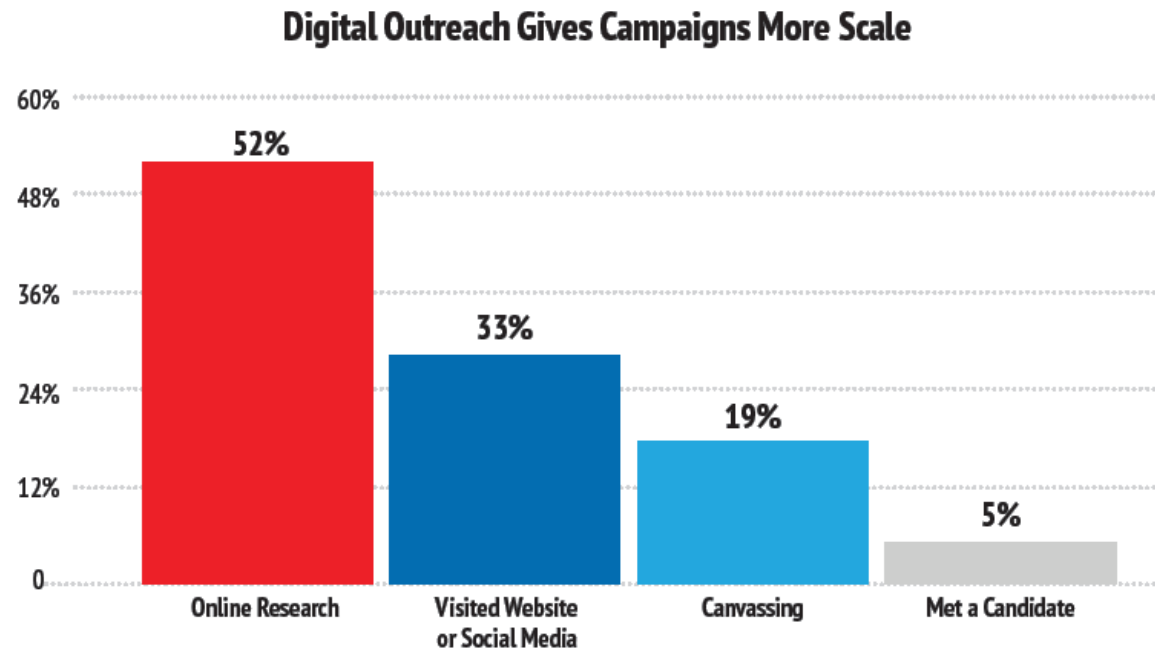


Increasing Popularity of TikTok

- One of the most popular social platforms among Gen Z
- 100 million users in the U.S.
 - 73.7 million active monthly users
- Platform is increasingly being used for political activism, organizing and as a news source
 - 6% of U.S. adults reported using the social media app as a source for news in 2021

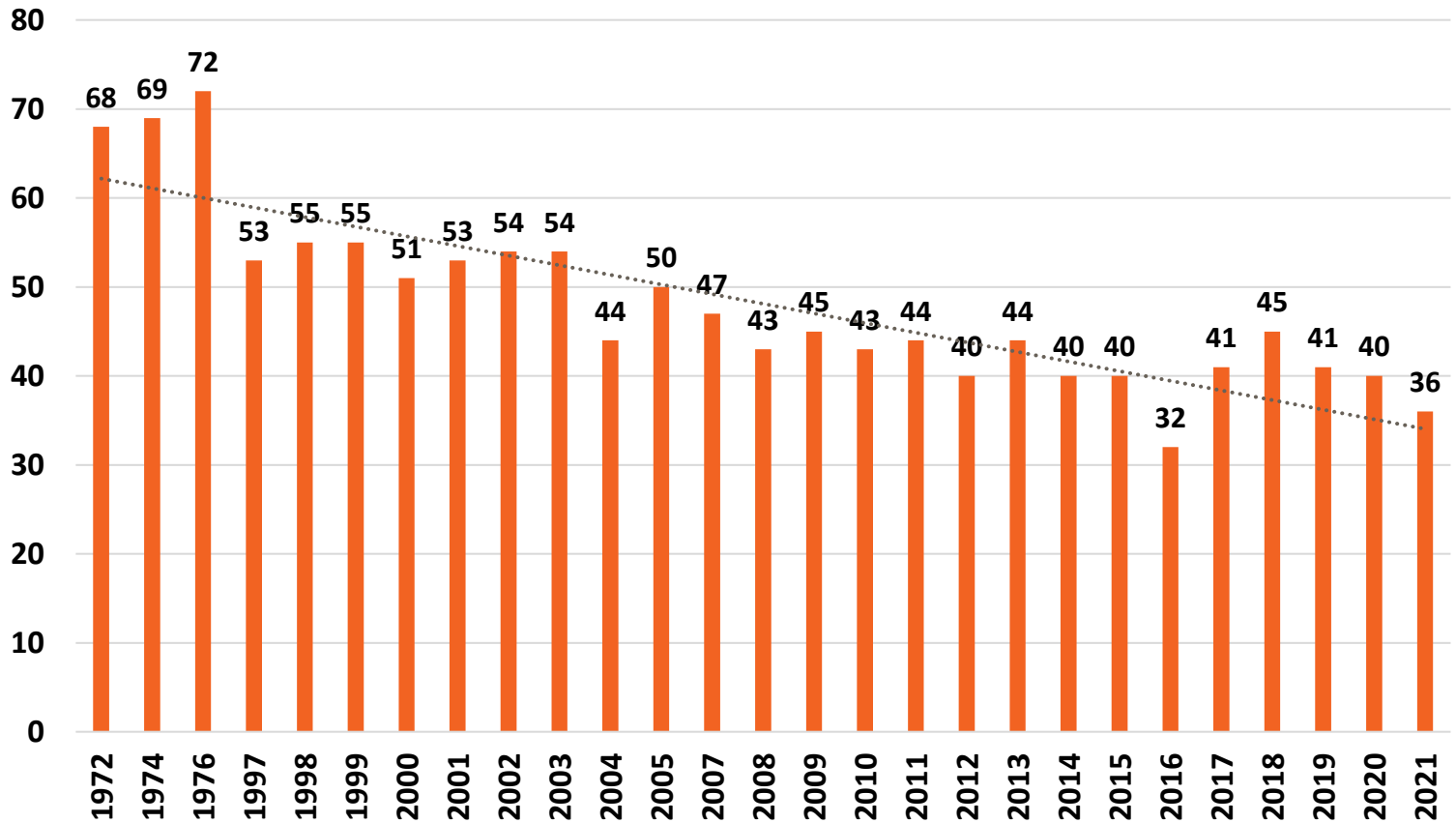
Voters Increasingly Going Online to Research Candidates and Causes

- 52% of U.S. voters sought out information about elections and candidates online
- 33% visited a candidate's website or social media



Source: Center for Campaign Innovation, January 12, 2021, "2020 Post-Election National Campaign Survey."

American Trust in Mass Media Dips to Second Lowest on Record

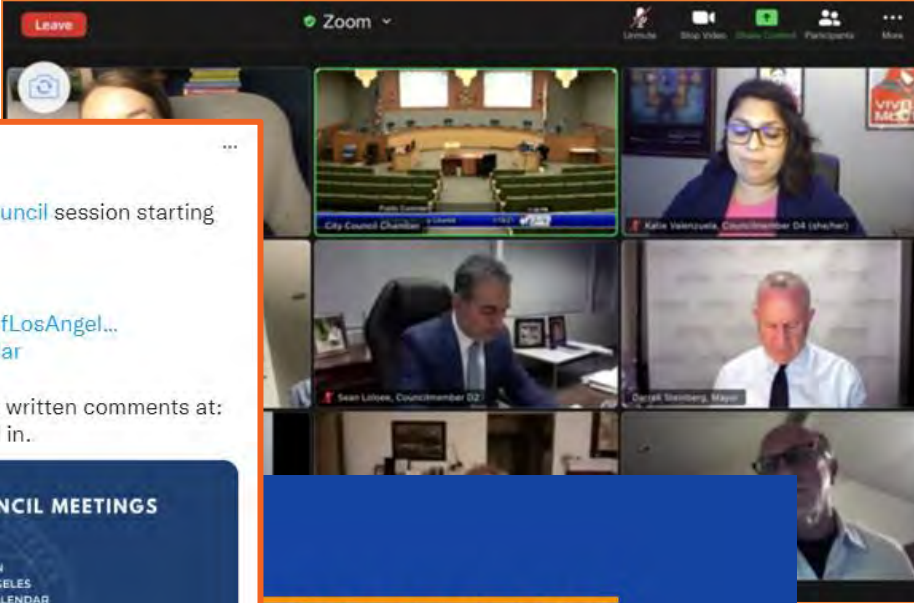


Question: *“In general, how much trust and confidence do you have in the mass media -- such as newspapers, T.V. and radio -- when it comes to reporting the news fully, accurately, and fairly -- a great deal, a fair amount, not very much, or none at all?”*

Source: [Gallup, October 7, 2021, “Americans’ Trust in Media Dips to Second Lowest on Record.”](#)

Elected Officials & Government Shifting Online

Livestreams & Video Conferencing Platforms



City of Los Angeles @LACity

You can watch your @LACityCouncil session starting at 10 AM.

Tune in to: lacityview.org/live
Facebook: facebook.com/CityofLosAngel...
Website: clerk.lacity.org/calendar

Let your voice be heard. Submit written comments at: LACouncilComment.com or call in.

LOS ANGELES CITY COUNCIL MEETINGS

WATCH LIVE ON
FB: CITYOFLOSANGELES
CLERK.LACITY.ORG/CALENDAR
LACITYVIEW.ORG/LIVE

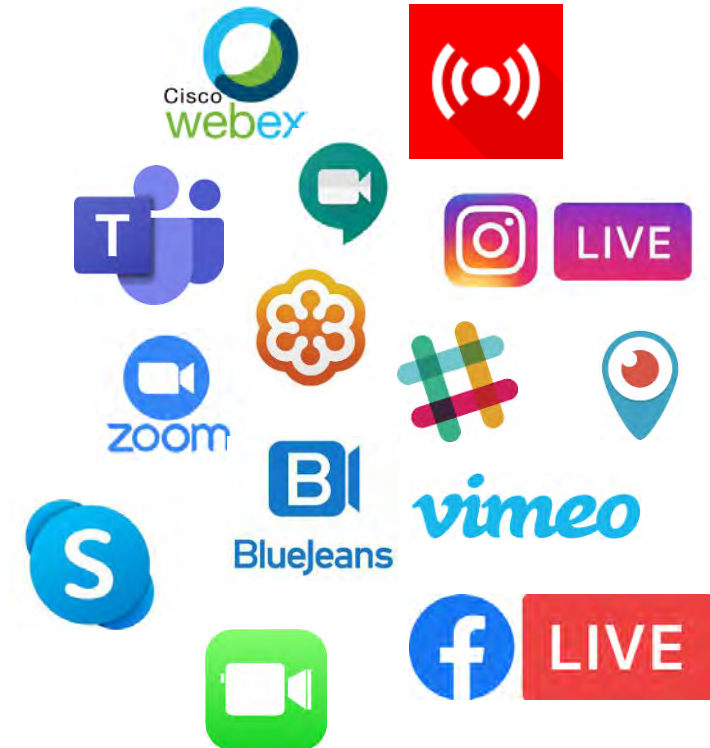
LISTEN AT
(213) 621-CITY

PUBLIC COMMENT:
Members of the public who wish to offer public comment to the Council should call 1-669-254-5232 and use Meeting ID No. 360 535 8466 and then press #, press # again when prompted for participant ID. Once admitted into the meeting, press *9 to request to speak. You can submit written comments at LACouncilComment.com.

9:30 AM · Jan 19, 2022 · Hootsuite Inc.

**CALIFORNIA
UEPRINT**

AM STARTING SOON

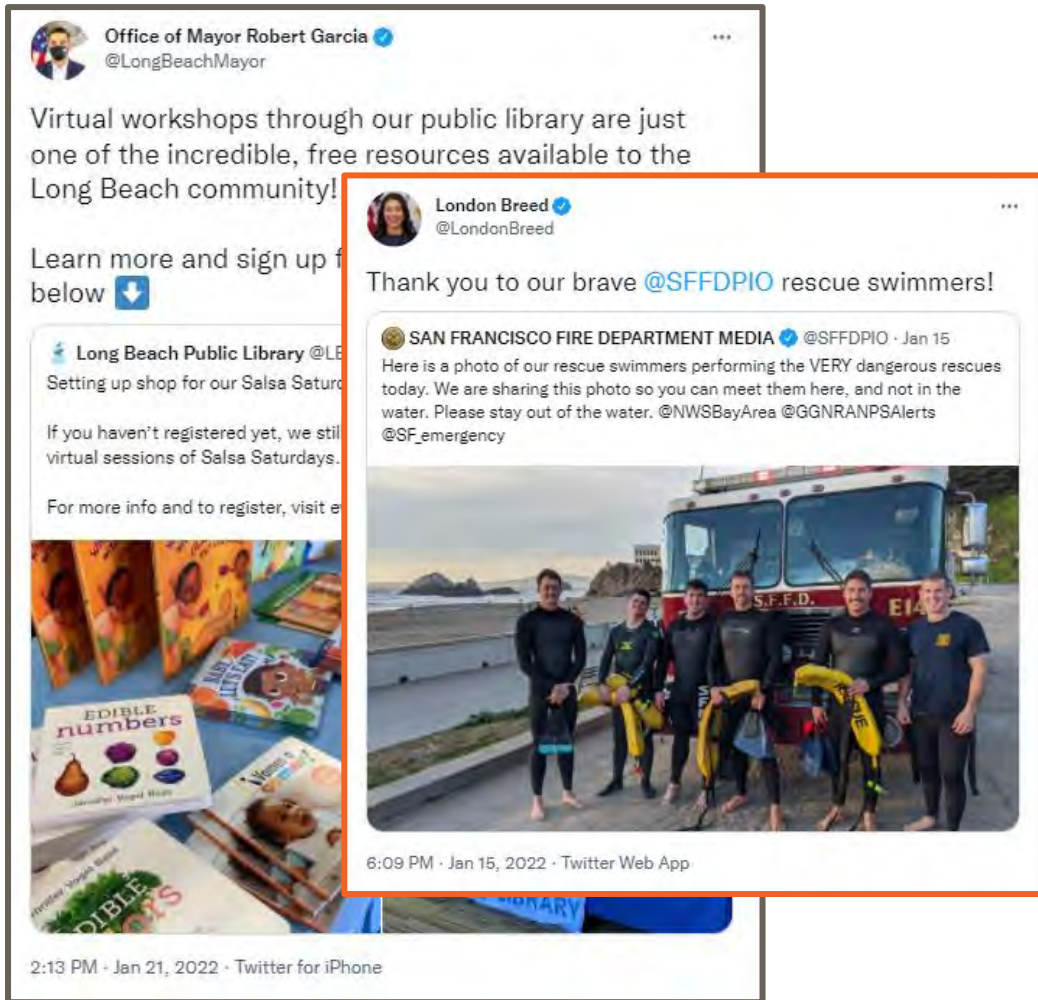


What This Means for Elected Officials

- **Conversation is largely online** – meet your constituents where they are
- **Use social media to have ‘public conversations’ with your constituents** – and treat them like everyone is listening
- **Target your message** to specific and key constituency groups
- Develop engaging content focused on issues people care about
 - Videos
 - Photos
- **Build an audience** gradually over time
 - Paid strategies
 - Organic



Be Proactive on Social Media



- Share news articles, be a source for important city information
- Feature positive community work
- Show how you're helping your community and constituents
- Constructively interact in the comments with your residents
- Follow and engage with other local and state leaders

What This Means for Elected Officials

- **You're always “on the record”**
- Privacy **does not** exist
- **Be transparent and open** – all the time
- Remember that **everything online lives forever**



Be Prepared

- **Be prepared and have a plan** for when news breaks about you or your city
- Ensure that your social media team is aware of the plan and designate a “point person”
- **Coordinate your strategy with other local leaders and groups** for information consistency



Social Media Don'ts

- Avoid arguing, provoking or responding to 'trolls' trying to start a fight
- Remove comments you don't like, because you don't like them
- Post when angry, impaired or not in a good frame of mind
- Take on a reporter – a good fight sells newspapers
- Post over informing, long press releases
- Weigh in on everything



Emerging Legal Issues

A SOCIAL MEDIA GUIDE FOR
LOCAL AGENCY OFFICIALS





PRIVACY & THE INTERNET

SOCIAL MEDIA USERS LOVE TO SHARE!

- 
- Birthdate
 - Place of Employment
 - Relationship Status
 - Family Members
 - Places Visited
 - Home and Email Addresses and Phone Numbers
 - Photos
 - Schools Attended
 - Political, Religious, Social Viewpoints and Causes
 - Clubs, Civic Activities, Networking Groups
 - Life Events
 - How Much they Hate Their Boss
 - Offensive Costumes and Remarks
 - What They Did on the Day They Called in Sick
 - How Much They Drank Over the Weekend
 - Their Plans to Overthrow the Government

BUT, I HAVE PRIVACY SETTINGS!

Moreno v. Hanford Sentinel, Inc. (CA 2009)

No reasonable person who takes the affirmative act of posting information on a social media website has an expectation of privacy.



State v. Harris (NY 2012)

One has no reasonable expectation of privacy in information intentionally broadcasted to the world on Twitter.



Romano v. Steelcase, Inc. (NY 2010)

The sharing of personal information is the very nature and purpose of social networking sites, else they would cease to exist.



Vasquez Santos v. Matthew (NY 2019)

“Tagged” photos posted by others are discoverable in litigation if relevant to claims in lawsuit, even if user has privacy settings.



WHAT ABOUT MY “PRIVATE” CHATS?

- Some platforms have end-to-end encryption (*if you choose that setting*), BUT:
 - Messages can be forwarded, screen-grabbed, or otherwise distributed by another user to a larger audience
 - Messages are discoverable in litigation if relevant to the claims





**APPROPRIATE USE BY
LOCAL AGENCIES & ELECTED OFFICIALS**

**BE
CAREFUL**

**THIS MACHINE
HAS NO BRAIN
USE YOUR OWN**

- **The Internet never forgets**
 - **Mistakes are magnified**
- **Line between public and private is often blurred**
- **Your critics will be your closest followers**

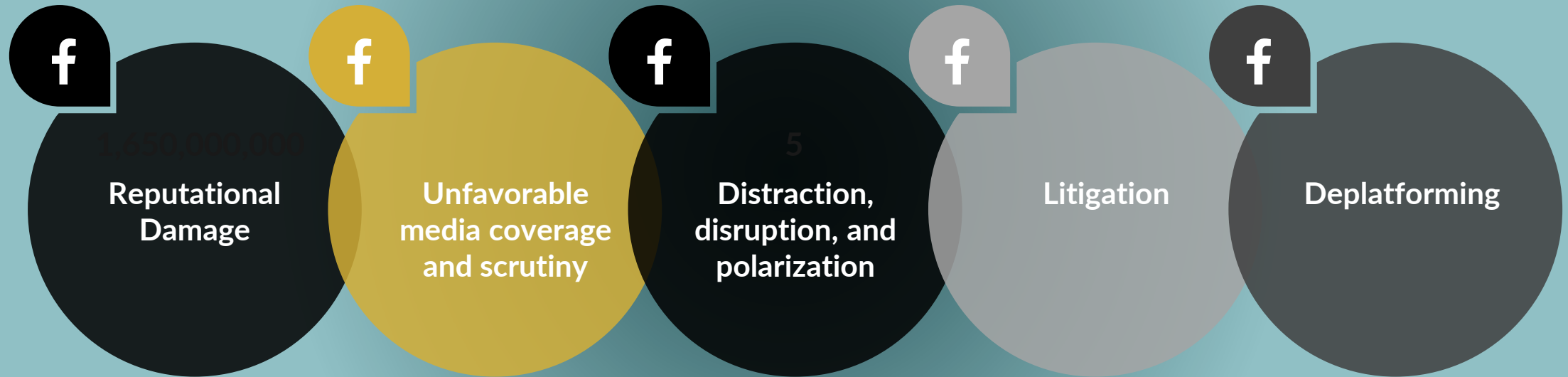
DON'T FEED THE TROLLS

- **Not everyone will love you. Get over it.**
 - **Use caution when responding with “humor.”**
- **If you MUST respond, stick to the facts – never personal attacks.**
 - **Move the conversation offline.**

DOING IT WRONG

- **Don't start Twitter wars with sports teams, celebrities, etc.**
- **Don't attack people based on looks or protected characteristics**
 - **Don't post false or misleading content**
- **Don't mistake parody for real life and retweet it with great sincerity**
 - **No PUI**

INTANGIBLE COSTS OF BAD JUDGMENT





Conflicts & Bias

- 01** Duty to make decisions motivated by the public good, not personal interests
- 02** Duty of loyalty
- 03** Duty to treat all members of the public in a fair & unbiased manner
- 04** Disclosure of “ex parte” communications when item is on Agenda for discussion or action



**FREE SPEECH &
PUBLIC FORUMS**

LEGAL CONCERNS

Social media in the public sector raises numerous First Amendment issues:

- Establishment of a public forum
- Take down policies
- Banning/blocking users

SOCIAL MEDIA v. TRADITIONAL WEBSITE

A traditional website pushing out information in one direction—to the public—does not establish a public forum, and that means the entity does not risk violating First Amendment rights when it excludes content.

Vargas v. City of Salinas
(Cal. 2009) 46 Cal.4th 1

SOCIAL MEDIA AS A PUBLIC FORUM

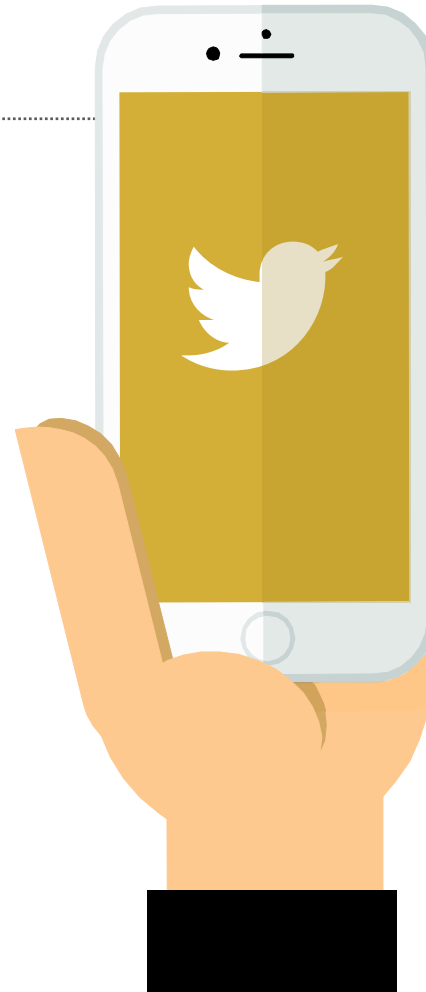
Social media has become a vital platform for speech of all kinds. Social media may now be “the most important” modern forum “for the exchange of views.”

Packingham v. North Carolina,
137 S. Ct. 1730 (2017)

SPEECH RESTRICTIONS

PUBLIC FORUMS

- Highest level of scrutiny
- Restrictions must be narrowly tailored to achieve compelling government interest.



LIMITED PUBLIC FORUMS

- Moderate level of scrutiny
- Restrictions must be reasonable and viewpoint neutral

SPEECH BY THE PUBLIC ON YOUR PAGE

- Political speech and advocacy are at the core of the First Amendment
 - Online speech is the same as the town square
 - Offensive, obnoxious and even hateful speech and hyperbole are protected
 - Anonymous speech is protected
- Criticism of government and public officials is protected
 - Prior restraints are not permitted

PUBLIC AGENCIES (AND OFFICIALS) CANNOT PROHIBIT


- Comments based on the viewpoint expressed
- Comments critical of the Official or Agency based on policy, management, and other political issues



GRAY AREAS OF PROHIBITED CONTENT

- 
- A globe is shown, covered in numerous small, golden icons. These icons represent various digital and cultural elements, such as a camera, a location pin, a musical note, a gear, a dollar sign, a graduation cap, a game controller, a fish, a leaf, a camera, a location pin, a graduation cap, a game controller, a fish, and a leaf. The globe is set against a dark background, and the icons are scattered across its surface, with some appearing to be on the top and others on the bottom.
- Profanity
 - “Defamatory” Statements
 - Personal attacks
 - “Offensive” statements
 - Implied threats
 - Off-topic comments

WHAT YOU CAN LIKELY PROHIBIT

- 
- A globe is shown, covered in various icons representing different aspects of modern life and technology. The icons include a camera, a smartphone, a laptop, a music note, a location pin, a dollar sign, a person, a car, a house, a flower, a leaf, a fish, a number '1', a number '5', a number '9', a number '10', a number '11', a number '12', a number '13', a number '14', a number '15', a number '16', a number '17', a number '18', a number '19', a number '20', a number '21', a number '22', a number '23', a number '24', a number '25', a number '26', a number '27', a number '28', a number '29', a number '30', a number '31', a number '32', a number '33', a number '34', a number '35', a number '36', a number '37', a number '38', a number '39', a number '40', a number '41', a number '42', a number '43', a number '44', a number '45', a number '46', a number '47', a number '48', a number '49', a number '50', a number '51', a number '52', a number '53', a number '54', a number '55', a number '56', a number '57', a number '58', a number '59', a number '60', a number '61', a number '62', a number '63', a number '64', a number '65', a number '66', a number '67', a number '68', a number '69', a number '70', a number '71', a number '72', a number '73', a number '74', a number '75', a number '76', a number '77', a number '78', a number '79', a number '80', a number '81', a number '82', a number '83', a number '84', a number '85', a number '86', a number '87', a number '88', a number '89', a number '90', a number '91', a number '92', a number '93', a number '94', a number '95', a number '96', a number '97', a number '98', a number '99', a number '100'.
- Obscenity
 - Pornography
 - True threats
 - Public safety
 - Incitement of violence
 - Commercial speech
 - Confidential information
 - Encouragement of illegal activity



THE RIGHT TO FREE TWEET



*Honolulu Police
Department & San
Diego Sheriff's Dept.
(2014)*

Public entities face litigation for deleting comments and banning users who are critical of the entity.





*ACLU v. City of Beech
Grove (S.D. Ind. 2016)*

Civil rights organizations are now bringing lawsuits on behalf of members of the public who have comments deleted or are blocked/banned from a public entity page.

www://





Donald J. Trump

@realDonaldTrump

Follow



My use of social media is not Presidential -
it's MODERN DAY PRESIDENTIAL. Make
America Great Again!

3:41 PM - 1 Jul 2017

55,437 Retweets 194,865 Likes



76K

55K

195K

KNIGHT FIRST AMENDMENT INSTITUTE V. TRUMP ET AL.
(2ND CIR. 2019)

Questions considered by the Court:

- May a public official, consistent with the First Amendment, “block” a person from his Twitter account in response to the political views that person has expressed? NO
- Is the analysis different if that public official is the President of the United States? NO



KNIGHT FIRST AMENDMENT INSTITUTE V. TRUMP ET AL.
(2ND CIR. 2019)



“The First Amendment does not permit a public official who utilizes a social media account for all manner of official purposes to exclude persons from an otherwise-open dialogue because they expressed views with which the official disagrees.”



Blocked

Donald J. Trump ✓

@realDonaldTrump

@realDonaldTrump is blocked



Jules Suzdaltsev ✓

@jules_su



First order of business now that I've been [#unblocked](#).

5:15 PM - Aug 28, 2018

♥ 472 💬 50 people are talking about this



J.D. Durkin ✓

@jiveDurkey



NEW -- important update to this -- thanks to [@KatieFallow](#) and [@knightcolumbia](#), I've been officially UNBLOCKED by [@realDonaldTrump](#) after 14 months

did I miss anything



WHAT ABOUT MY SPEECH RIGHTS?

CAN SOCIAL MEDIA CENSOR MY SPEECH?



NEW: Twitter permanently suspends Rep. Marjorie Taylor Greene's personal account after "repeated violations" of the Covid-19 misinformation policy, the company says.



nbcnews.com

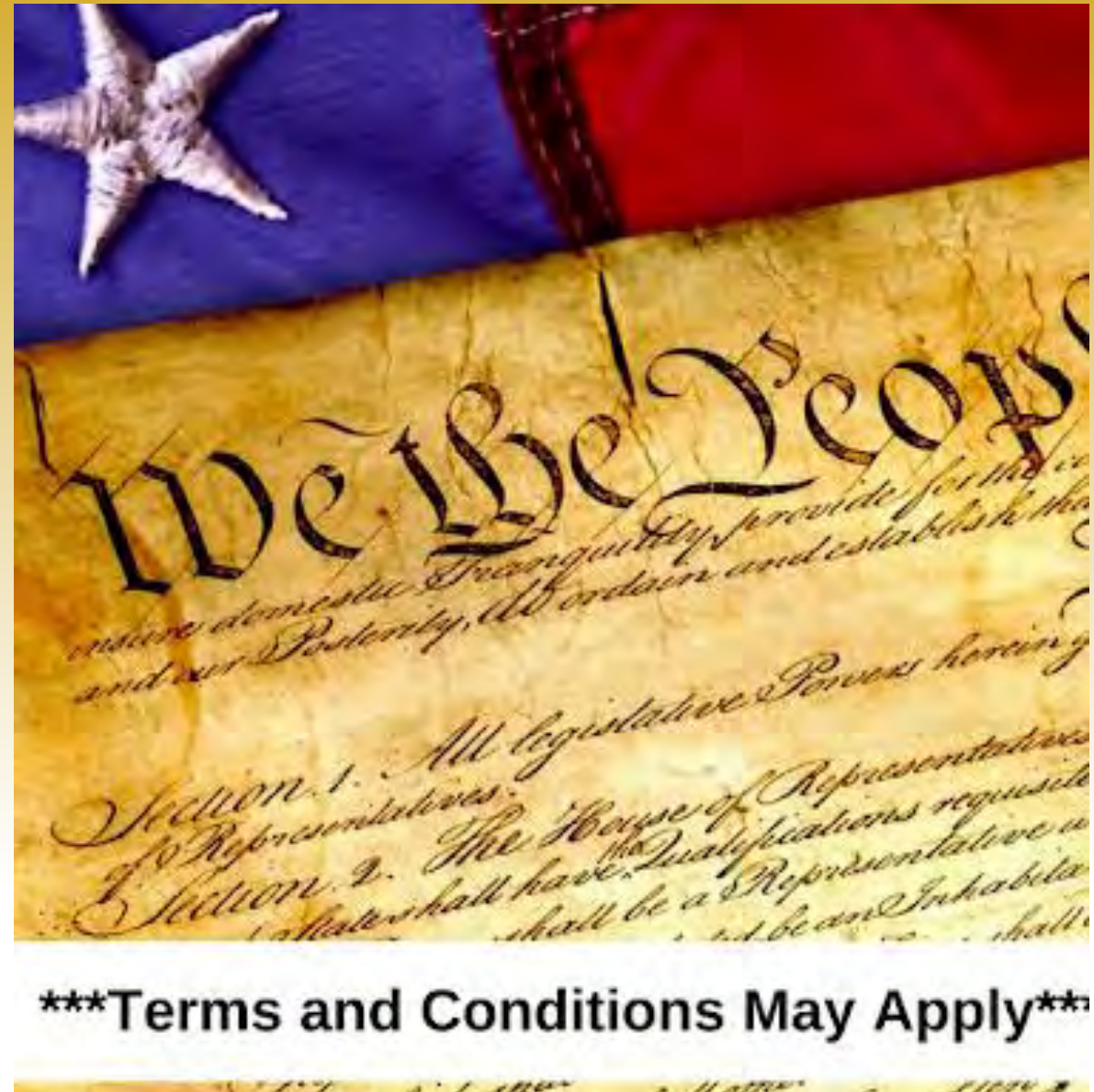
Twitter 'permanently suspends' Marjorie Taylor Greene's personal account
Twitter suspended a personal account of Rep.

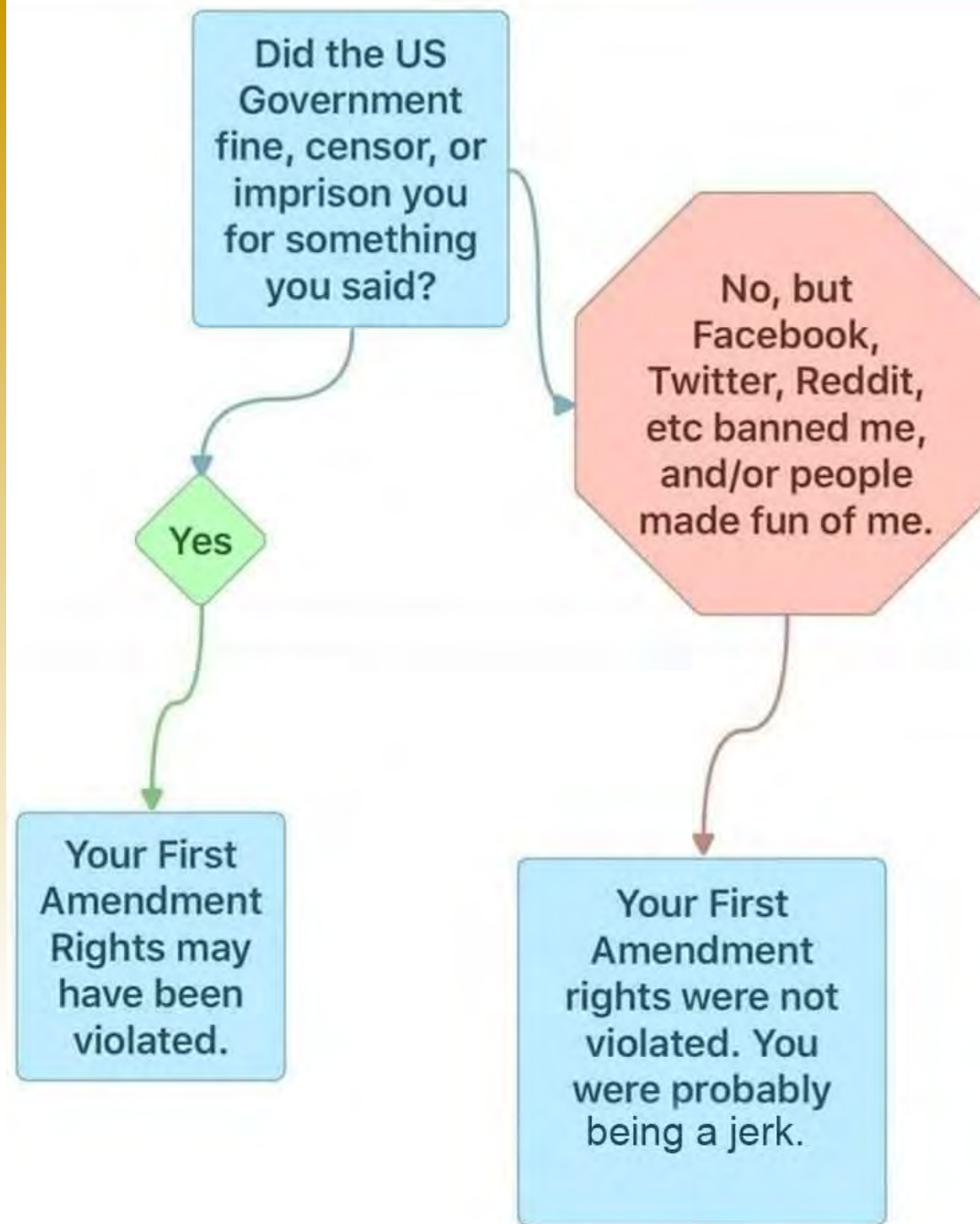
7:27 AM · Jan 2, 2022 · SocialFlow

637 Retweets 129 Quote Tweets 5,794 Likes

CAN SOCIAL MEDIA COMPANIES CENSOR PUBLIC OFFICIALS?

- The First Amendment provides that “Congress shall make no law...abridging the freedom of speech, or of the press...”
- Social Media platforms are private companies, not the government.
- The Terms of Service are a legally binding contract in which the user agrees to adhere to the platform’s rules in exchange for the right to use their services.
- Lawsuits raising First Amendment claims by individuals have not been successful.





TWITTER TERMS OF SERVICE

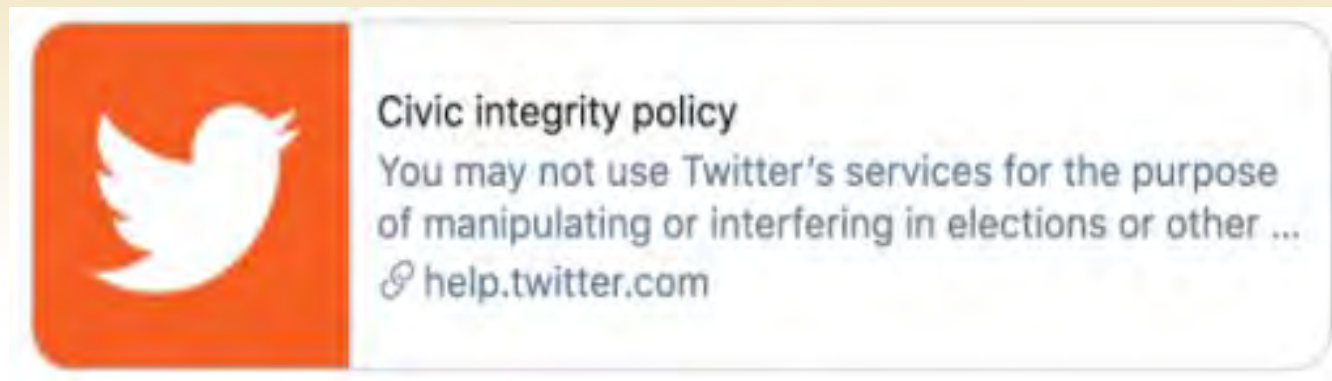
- Abusive/harassing content
- Threats or glorification of violence
- Violent extremism
- Hateful conduct
- Doxing
- Sensitive media
- Non-consensual nudity
- Civic integrity



TWITTER CIVIC INTEGRITY POLICY

You may not use Twitter's services for the purpose of manipulating or interfering in elections or other civic processes. This includes posting or sharing content that may suppress participation or mislead people about when, where, or how to participate in a civic process. In addition, we may label and reduce the visibility of Tweets containing false or misleading information about civic processes in order to provide additional context.

<https://help.twitter.com/en/rules-and-policies/election-integrity-policy>



WHAT CONSTITUTES A VIOLATION?

- **Misleading information about how to participate**
 - **Suppression and intimidation**
- **Misleading information about outcomes**
 - **False or misleading affiliation**

WHAT IS NOT A VIOLATION?

- Inaccurate statements about an elected or appointed official, candidate, or political party;
- Organic content that is polarizing, biased, hyperpartisan, or contains controversial viewpoints expressed about elections or politics;
- Discussion of public polling information;
- Voting and audience participation for competitions, game shows, or other entertainment purposes; and
- Using Twitter pseudonymously or as a parody, commentary, or fan account to discuss elections or politics.

WHAT HAPPENS IF YOU VIOLATE THE POLICY?

- **Tweet deletion**
- **Profile modifications**
 - **Labeling**
- **Account locks and permanent suspension**

<https://help.twitter.com/en/rules-and-policies/election-integrity-policy>

PUBLIC INTEREST EXCEPTION

We consider content to be in the public interest if it directly contributes to understanding or discussion of a matter of public concern.

At present, we limit exceptions to one critical type of public-interest content—Tweets from elected and government officials—given the significant public interest in knowing and being able to discuss their actions and statements.

This Tweet violated the Twitter Rules about [specific rule]. However, Twitter has determined that it may be in the public's interest for the Tweet to remain accessible. [Learn more](#)

<https://help.twitter.com/en/rules-and-policies/public-interest>

WHAT CONTENT MODERATION LOOKS LIKE



There is NO WAY (ZERO!) that Mail-In Ballots will be anything less than substantially fraudulent. Mail boxes will be robbed, ballots will be forged & even illegally printed out & fraudulently signed. The Governor of California is sending Ballots to millions of people, anyone.....

[Get the facts about mail-in ballots](#)

Donald J. Trump
@realDonaldTrump
51 Following 88.7M Followers

Account suspended

Twitter suspends accounts that violate the [Twitter Rules](#).



Some or all of the content shared in this Tweet is disputed and might be misleading about how to participate in an election or another civic process. [Learn more](#)

Big problems and discrepancies with Mail In Ballots all over the USA. Must have final total on November 3rd.

[Learn how voting by mail is safe and secure](#)

11:43 PM · Oct 26, 2020 · Twitter for iPhone

This Tweet violated the Twitter Rules about spreading misleading and potentially harmful information related to COVID-19. However, Twitter has determined that it may be in the public's interest for the Tweet to remain accessible. [Learn more](#)

Why can't you share this?

We try to prevent a Tweet like this that otherwise breaks the Twitter Rules from reaching more people, so we have disabled most of the ways to engage with it. If you want to talk about it, you can still Retweet with comment. [Learn more](#)

[Got it](#)



This Tweet violated the Twitter Rules about glorifying violence. However, Twitter has determined that it may be in the public's interest for the Tweet to remain accessible. [Learn more](#)

....These THUGS are dishonoring the memory of George Floyd, and I won't let that happen. Just spoke to Governor Tim Walz and told him that the Military is with him all the way. Any difficulty and we will assume control but, when the looting starts, the shooting starts. Thank you!

12:53 AM - May 29, 2020 · [Twitter for iPhone](#)

PARODY ACCOUNTS

Users may create parody and fan accounts. Twitter will review accounts under this policy based on trademark or impersonation complaints.

- **Bio must make non-affiliation with the subject clear**
- **Account name must make clear that user is not affiliated with subject**

<https://help.twitter.com/en/rules-and-policies/parody-account-policy>

Devin Nunes' cow 🐮
89K Tweets




Devin Nunes' cow 🐮
@DevinCow

Hanging out on the dairy in Iowa looking for the lil' treasonous cowpoke.

📍 United States gofundme.com/f/21x5q5a4ao 🗓️ Born October 1, 1973
📅 Joined July 2017

129.8K Following **771.7K** Followers

Followed by Republicans against Trumpism 🇺🇸, Prez 🇺🇸, and 52 others you follow

Barack Obama 🇺🇸 Fan
4,264 Tweets




Barack Obama 🇺🇸 Fan
@ThePresObama

The 44th President of The United States of America. The most famous black man alive. Parody, NOT @BarackObama. That account is run by Carrot Top.

📍 Washington DC obama.org 📅 Joined November 2011

425 Following **123.8K** Followers

Followed by Tea Pain, Sheri Bentsen, and Michael Skolnik

Real Peoria Mayor
100 Tweets

Peoria, Illinois

From Wikipedia, the free encyclopedia

Peoria (/piːˈɔːriə/) is a city in and the county seat of Peoria County, Illinois, United States,^[1] and the largest city on the Illinois River. Established in 1691 by the French explorer Henri de Tonti, Peoria is the oldest European settlement in Illinois,^[2] and is named after the Peoria tribe. As of the 2010 census, Peoria was the seventh-most populated in Illinois, with a population of 115,007.^[3] The Peoria Metropolitan Area had a population of 373,590 in 2011. Peoria had a population of 118,943 in 2012. Peoria was also included. Peoria is the headquarters for Caterpillar Inc., one of the Dow Jones Industrial Average.



Real Peoria Mayor
@JimArdisMayor

Completely Real Mayor of Peoria AND I WILL HUNT YOU DOWN IF YOU PRETEND TO BE ME

📍 Peoria, Illinois 📅 Joined April 2014

Devin Nunes' Mom
119 Tweets




Devin Nunes' Mom
@mom_nunes

I'm gonna sue my son for being too sensitive

📍 Washington, DC devinnunescow.com 📅 Joined March 2019

8 Following **9,251** Followers

Followed by Devin Nunes' cow 🐮 and Patricia Arquette

COVID-19 MISLEADING INFORMATION POLICY

You may not use Twitter's services to share false or misleading information about COVID-19 which may lead to harm. We've observed the emergence of persistent conspiracy theories, alarmist rhetoric unfounded in research or credible reporting, and a wide range of false narratives and unsubstantiated rumors, which left uncontextualized can prevent the public from making informed decisions regarding their health, and puts individuals, families and communities at risk.

<https://help.twitter.com/en/rules-and-policies/medical-misinformation-policy>

COVID-19 POLICY VIOLATIONS

- **The pandemic is a hoax or caused by 5G wireless technology**
 - **Adverse effects of vaccines have been covered up by the government/medical industry**
 - **Vulnerable groups are being experimented upon**
 - **Vaccines are untested, experimental, or unsafe**
 - **Chlorine or iodine can be used for treatment**
 - **Vaccines contain deadly or harmful ingredients**
 - **Promotion of fake vaccine cards or “exemption” cards**



[Redacted] · 37m

Brains behind new **5G** data communications networks described below!
New Bill Gates sponsored **corona virus** vaccine, w/nano tech, will run everything and control everyone who are still necessary, like bots to serve the elite? Get your vaccine now?

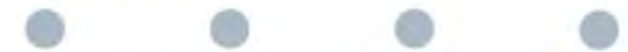
 [Get the facts about COVID-19](#)



The Rise of AI
There's an AI revolution sweeping across the world. Yet few people know the real story about where thi...
[youtube.com](#)



 **This Tweet is misleading. Find out why health officials consider COVID-19 vaccines safe for most people.**





PUBLIC RECORDS & BROWN ACT

PRA & PUBLIC ENTITY SOCIAL MEDIA

“Records” include all communications related to public business
“regardless of physical form or characteristics, including any
writing, picture, sound, or symbol, whether paper...magnetic or
other media.”



IS MY CITY'S SOCIAL MEDIA COVERED?

- Content that has to be produced includes anything that relates to the conduct of government
- Polls, surveys, data collection
- Metadata, which shows how and when a document was created or revised and by whom may also have to be produced
- Retention guidelines are based on content, not medium
- What about comments and deleted content?



WHAT ABOUT RECORDS ON PRIVATE DEVICES?

City of San Jose v. Superior Court

EMAILS & TEXTS

Emails and text messages are subject to the CPRA regardless of location, including personal accounts and devices



PRIMARY FOCUS

Primary focus is whether the message is related to public business, based upon context, content, purpose, audience, and role of individual when message was written or received



EMPLOYEES + OFFICIALS

May now be required to search personal emails or phones for responsive records if account or phone is used to communicate with others concerning public business, and to provide such responsive records



COMPLIANCE

Claiming that the records are not on entity email accounts, computers or servers is NOT enough for compliance now

IS MY PERSONAL SOCIAL MEDIA PAGE COVERED?



Were public resources used?

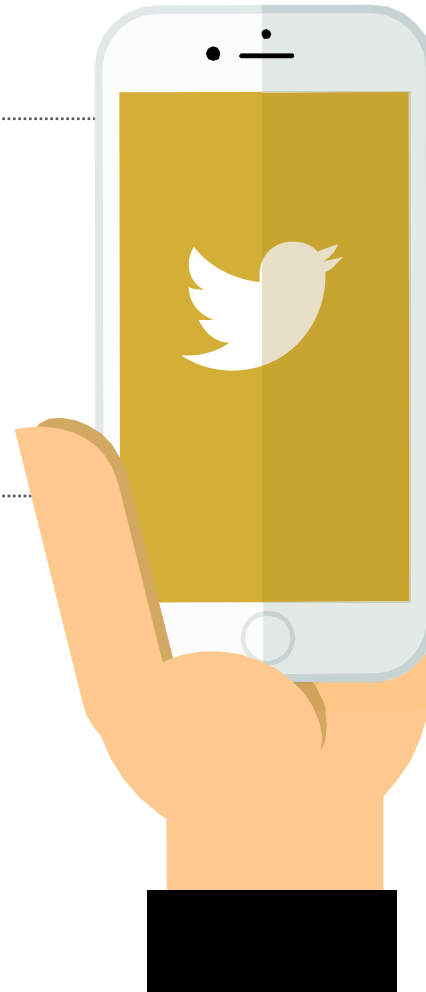
Is there a definable, well-publicized use for the site, i.e., acting as a candidate, purely personal use, or a separate business use?

Do users visit the site based on personal or official contacts?

Is it being used for any official purpose?

SOCIAL MEDIA & BROWN ACT

Cannot meet to discuss
official business unless
meeting complies with
Brown Act



Does not prevent individual
members from publishing
their own comments and
opinions

SOCIAL MEDIA & SERIAL MEETINGS

A “Serial Meeting” is a series of communications that individually do not include a quorum but collectively involve a quorum



HYPOTHETICAL

A local newspaper writes an online article critical of your City's proposal to build a new community center. Dozens of comments by members of the community are posted on-line in response to the article. One Council Member reads the article and posts her own comment about the issue.

A second Council Member also posts a comment. A third Council Member "Likes" the comments of the first two Council Members.

Has the Brown Act been violated?

SOCIAL MEDIA & THE BROWN ACT: AB922

f

Do not discuss
specific business
as a quorum

f

Individual posts
are OK

f

5
Do not respond
to directly to
posts of other
officials

f

“Discuss”
includes emojis,
GIFs, or “Likes”

f

OK to provide
information,
answer
questions, and
solicit
feedback



KNOW YOUR POLICIES!

THREE POLICY MUST-HAVES

AGENCY

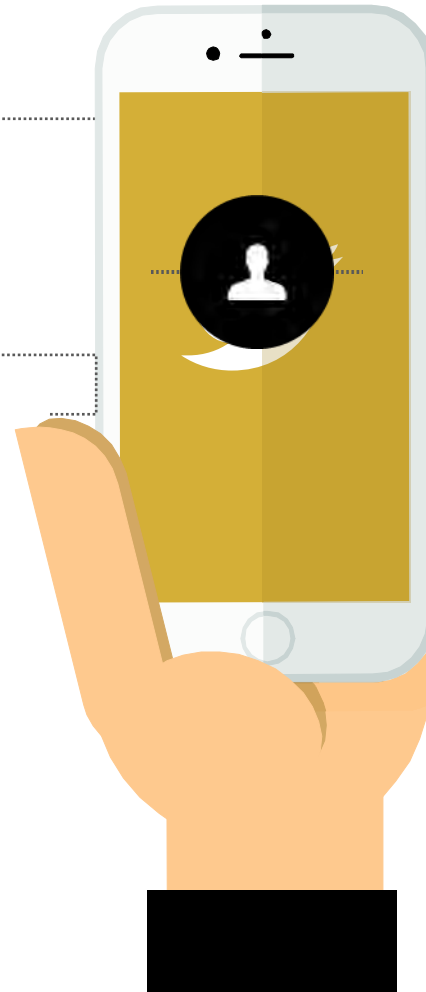


- Regulating Agency activity and public comments on social media

OFFICIALS



- Compliance with Brown Act, decorum standards, and ethics rules



EMPLOYEES



- Regulating employee social media activity



OFFICIALS POLICY

Online decorum should mirror conduct on the dais

Do not engage with other officials online about City business

Avoid expressions of bias and conflict

Emerging Legal Issues

A SOCIAL MEDIA GUIDE FOR
LOCAL AGENCY OFFICIALS

