Agenda Item No: 1.i

PLACENTIA CITY COUNCIL AGENDA REPORT

Meeting Date: May 19, 2026

Submitted by: Nicolette Drulias

From: City Administrator

Subject:
AMENDMENT TO CITY COUNCIL POLICY NO. 370 REGARDING THE CITY'S USE OF SOCIAL MEDIA

Financial Impact:
None.

Summary:
The proposed amendment to City Council Policy No. 370 updates the City's Social Media Policy to reflect current social media practices, operational needs, legal considerations, and communications standards. The revised policy clarifies oversight responsibilities, establishes updated expectations for departmental account management, strengthens guidance related to personal and professional use of social media by City employees and public officials, and adds provisions addressing accessibility, cybersecurity, crisis communications, records retention, public records compliance, and the use of City-owned digital assets. Adoption of the amended policy will provide clearer direction for the administration of official City social media accounts and help ensure consistency, transparency, and compliance across all City departments.

Recommended Action:
It is recommended that the City Council:
Adopt the amended City Council Policy No. 370 related to the City's use of social media and amend the City's Policy Manual to include said policy.

Strategic Plan Statement:
This item conforms to Strategic Plan Goal No. 5: Organizational Excellence, to cultivate a high-performing, well-run organization that delivers exceptional service and operates with transparency, accountability, honesty, and integrity. Updating the City's Social Media Policy supports this goal by strengthening internal guidance, improving consistency in public communications, enhancing accountability, and ensuring the City's social media practices remain transparent, professional, and compliant with applicable laws and standards.

Discussion:
The proposed amendments to City Council Policy No. 370 modernize the City's Social Media Policy to reflect current practices, legal considerations, and operational needs. The updated policy retains the overall structure of the existing policy while incorporating the following key

changes:

- Modernized Definition of Social Media: Expands the definition to include current and future platforms (e.g., Facebook, X, Instagram, LinkedIn, YouTube, Nextdoor).
- Clarified Oversight and Account Management: Confirms centralized oversight by the City Administrator's Office and Communications and Marketing Manager, while allowing departments to manage day-to-day content for operational communication.
- Crisis Communications Protocol: Establishes authority to centralize messaging during emergencies through the City Administrator's Office, Communications and Marketing Manager, or designated Public Safety Department Public Information Officers.
- Accessibility Standards: Adds guidance for accessible content (e.g., alt text, captions) and references compliance with WCAG 2.1 Level AA and the City's Digital Accessibility Design Guidelines.
- Records Retention Update: Replaces vendor-specific language with a City-approved automated social media archiving system to maintain flexibility and ensure compliance with public records requirements.
- Comment Policy Enhancements: Clarifies limited public forum standards, reinforces viewpoint neutrality, and refines categories for content removal, including disruptive, repetitive, or spam content.
- City Ownership of Accounts: Specifies that all official City social media accounts, usernames, content, and followers are City property.
- Employee Personal Use Guidance: Strengthens expectations regarding personal social media use, including restrictions on sharing non-public information and guidance on reposting City content.
- Media Release and Content Standards: Requires appropriate consent for images and video, particularly for minors, and prohibits misleading or manipulated content.
- Cybersecurity and Account Access Controls: Establishes requirements for credential management, multi-factor authentication where available, and timely removal of access when no longer needed.

These updates were prepared in consultation with the City Attorney's Office to improve clarity, strengthen consistency across departments, and reduce legal and operational risk while supporting effective communication with the community.

Financial Summary:
None.

Attachments
Amended Social Media Policy No. 370 - May 2026.pdf
Current Social Media Policy No. 370 - Adopted Feb 1 2022.pdf
Social Media Policy 2026 Red Line.pdf