
**City of Fontana
POLICY AND PROCEDURES**

Subject:	City of Fontana Social Media Policy	Page 9 of 12	Section 30-07
		Effective Date 1-8-2019	Issued Date 1-8-2019

Revised August 23, 2016 (No Resolution)
Revised May 13, 2014 (No Resolution)
First Adopted by Resolution 2010-14, November 17, 2010
Revised Jan. 8, 2019

The section below applies to the Public Terms of Use and will be posted externally:

IX. Public Terms of Use

This section will also be placed in the “About Us” section of City social media sites:

This is an official “Account Name” (City of Fontana, CA- City Government, City of Fontana Police Department, KFON TV, etc.) “Social Media Type” (Facebook, Instagram, Nextdoor, Twitter, etc.) page. The purpose of this page is to present matters of public interest to the City’s residents, businesses and visitors. While visiting please observe the following rules of conduct:

- A. City Social Media postings, comments, emoji’s, gifs, images, etc. containing any of the following content shall be subject to removal and repeat offenders may be blocked:
- Comments not related to the particular social media post;
 - Comments in support of, or opposition to, political campaigns, candidates, or ballot measures;
 - Profane, obscene or indecent language, content or links as those terms are commonly defined;
 - Disparaging or threatening comments that promote, foster or perpetuate discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
 - Sexual content or links to sexual content;
 - Personal, business or organizational solicitation or advertisement not related to the City of Fontana;
 - Participation in or encouragement of illegal activity;
 - Information that may tend to compromise the safety or security of the public or public systems;

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- Content that violates a legal ownership interest of any other party including but not limited to photos, graphics, registered trademarks and slogans, trade secrets or privileged information, etc.;
- Any information concerning a promotion offering prizes in whole or part upon lot or chance;
- Any material endorsing religious beliefs or religious philosophies;
- Any direct solicitation of funds for non-municipal services;
- Any material in violation of federal, state, or local law;
- Spam;
- Non-City events;
- Links to other sites, videos, images, etc.;
- Personal attacks of any kind;
- Disclosure of information in violation of Health Insurance Portability and Accountability Act (HIPAA);
- Disclosure of personally identifiable information;
- Disclosure of social security numbers of others information;
- Disclosure of Payment Card Industry Data; or
- Identical posts by the same user or multiple users.

B. City social media sites will be managed consistent with the Brown Act. Members of the City’s Council, Commissions and/or Boards shall only comment, like, share, retweet, etc. any published City social media posting with doing so encourages public participation or otherwise disseminates information in a manner consistent with this Policy. Members of the City Council, Commissions and/or Boards shall not use electronic communication to respond to, blog or engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of that legislative body. Under no circumstances shall any such member share his or her thoughts on any item or discussion that may come before that legislative body, nor may any such member engage in any electronic communication with any other City official when the topic of the social media posting may be subject to deliberation by the City.

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C. City social media sites are not to be used as campaign tools. However, they may provide objective information about election procedures, ballot instructions, polling locations, candidate forums, and debates as a means of conveying information to members of the public regarding upcoming elections. State and federal campaign laws and City policies and ordinances governing elected-officials' activities shall be followed. Current-term elected officials may be the subject of City social media posts only to the extent that such posts are coincident with the performance of their official duties as elected officials. At no time may a current-term elected official have official access to the City social media sites to promote any candidacy. The City Manager, City Communications Marketing Manager, or other designated City official with jurisdiction over City's social media use, reserves the right remove content by a current-term elected official deemed to be in violation of this section. The City will not use individual names, pictures, or quotes of elected officials in a manner deemed to promote a candidacy for office. Outside candidates who have announced and/or qualified for election to any elective office shall not have a presumed right to use City social media sites to make individual campaign statements and will be subject to these same Public Terms of Use.

D. Trademarks

All content published by the City on any of its official social media sites is protected by American and worldwide copyright laws and treaty provisions and other relevant intellectual property rights. No content, including but not limited to text, photographs, or videos posted by the City may be copied, reposted, or used in any other context without the explicit permission of the City. Any such use may be treated as a copyright violation and the City may enforce its rights to the fullest of the law.

E. Privacy

Before commenting on this page, it is understood that posting is neither private nor confidential. Please review the social media provider's Terms for Data Privacy.

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Citizens who do not abide by the rules stated above may have their comments hidden or deleted. Repeat offenders may be blocked.