



Agenda Item C.4
DISCUSSION/ACTION ITEM
Meeting Date: September 4, 2018

TO: Mayor and Councilmembers

FROM: Carmen Nichols, Deputy City Manager

CONTACT: Valerie Kushnerov, Community Relations Manager

SUBJECT: Communication-Related Policies

RECOMMENDATION:

- A. Review policies related to City communications, and
- B. Adopt the City of Goleta Communications Policy;
- C. Adopt the revised Channel 19 Policy;
- D. Adopt the City of Goleta Website Policies; and,
- E. Adopt the City of Goleta Social Media Policies.

BACKGROUND:

The City of Goleta is committed to utilizing a variety of tools to communicate effectively with the media and the public by:

- Providing timely and accurate information;
- Providing Goleta-specific information;
- Sharing information released by other agencies as appropriate; and,
- Directing people to accurate resources.

Due to the growing complexity and volume of City of Goleta communication activities, a comprehensive set of communication standards and procedures is necessary to track, monitor and assess messages that are being sent, and to identify additional communication tools needed to adequately inform the community.

During a City Council discussion on programming for the City's cable television channel in late 2016, staff suggested development of a Communications Policy to ensure that appropriate guidelines and processes are in place to support effective communications to the public.

On May 16, 2017, the City Council adopted Resolution No. 17-18 organizing the Public Engagement Commission (PEC) as part of a settlement agreement with the District

Elections Committee pursuant to a notice of violation of the California Voting Rights Act. The purpose of the Commission is to advise the City Council pertaining to increasing public engagement in the governance of the City. Once the concept of the Public Engagement Commission was generated and the members of the Commission were appointed, it was decided that the Communications Policy should be reviewed by the PEC in advance of the draft going to the City Council for consideration. The PEC reviewed the policy at the February 15, 2018 meeting and provided feedback to staff.

After the PEC meeting, staff received additional training from the California Joint Powers Insurance Authority (CJPIA) which recommended adding several other policies addressing website and social media guidelines from the end-users perspective (as opposed to the administrative perspective which is addressed in the Communications Policy). These policies have been incorporated as part of this report.

DISCUSSION:

Communications Policy

The Communication Policy (Attachment 1) provides guidelines for City staff who develop and implement the City's communications. It recognizes that communication is a priority in the development and planning of programs, projects, and services and is necessary to the successful completion and implementation of these activities. The policy provides a foundation as to how staff should communicate with the public.

The Communications Policy provides guidance to City employees about who can communicate on behalf of the City, the means by which they communicate, and how the City uses both traditional and social media.

Channel 19 Policy

The Communications Policy references the Channel 19 Policy (Attachment 2) which was first adopted in 2011. The policy was updated with the writing of the Communications Policy to provide consistency with amendments to the cable television franchise agreement which Council approved by Resolution in November 2011.

Employee Social Media Policy

The City also has an Employee Social Media Policy (Attachment 3) which addresses employee use of social media while at work. This policy is part of the Personnel Rules and is attached as a reference. This portion of the Personnel Rules was last updated on March 3, 2015, and staff is not recommending any changes as this time.

Spanish Translation and Outreach

The input from the PEC was not specifically related to the Communications Policy or the Channel 19 policy but was instead the desire to see the Council consider providing translated material and interpretation for Spanish speakers. The City's informal policy has been to provide meeting materials in Spanish and interpretation services at community meetings related to projects in Old Town. Spanish translation of other communications, such as emergency communications, is also provided as needed.

The PEC had a brief discussion of providing interpretation or interpretation upon request at City Council meetings. The group was generally supportive of this concept. In light of this feedback, the following was added to the Communications Policy in Section 3:4:

“Language: we will seek to expand the availability of information in languages other than English to meet the needs of our community. The City’s intent is to increasingly provide translated notices and materials for meetings and workshops related to areas which are primarily Spanish-speaking. The City will also provide Spanish interpretation for meetings and public workshops related to these areas, as much as possible with existing resources.”

For some perspective, translation costs between \$.15 and \$.25 per word and interpretation is between \$75 and \$90 per hour during normal business hours, and the cost increases with a surcharge of up to 25% for after-hours meetings. Interpreters generally require that two people be on site for meetings lasting longer than one hour so that the real-time interpretation is accurate. A City Council meeting of three hours would cost a minimum of \$450 for interpretation and an additional fee for the translation of the agenda and staff reports. The interpretation of printed materials would also require additional time within the agenda review process and so staff reports would be due earlier to allow for enough time for review and then translation. If it is the desire of the Council, staff can come back with additional information about the costs and operational impacts associated with translating meeting agendas and materials and providing live interpretation at City Council meetings.

In order to learn more about what the communication needs of the Spanish speaking residents are, staff met with a group of individuals who work with Spanish-speakers in the Goleta community. This group included certified translators, staff from local non-profits, churches, emergency preparedness representatives, members of the Public Engagement Commission and others who are well known and trusted in the Spanish-speaking community. The conversation was dynamic, and a great deal of helpful information was obtained. Below is a summary of the themes and ideas discussed:

- Trust: With concerns over immigration nationally, the level of trust for government is particularly low. The City needs to earn the trust of this segment of the community and can do so by participating in community events and partnering with trusted sources like the schools, churches and non-profits.
- Education: Inform the community about what city government does. What services does the City provide? Why is it important for people to receive communications from and interact with the City?
- Method of Communication: Text is the best form of communication, followed by radio.
- Community elders receive their information from the younger generations so they are the conduit to sharing information.
- Consider putting an informational bilingual kiosk at the Goleta Valley Community Center.
- Contact Radio Bronco to get on the “radio in your community program” and “Inside Isla Vista” radio program.

- Provide specific information to El Latino newspaper on important Old Town news stories.
- Consider using KCSB for public service announcements/information on their Spanish radio show.
- Encourage Public Engagement Commissioner Silvia Uribe to put Goleta-specific information on her radio and TV shows.
- Council and staff can attend local events to speak directly with residents such as Sunday soccer games at Girsh Park or the swap meet.

City staff is researching these ideas and determining which ones need more information and which are possible for more immediate implementation. Staff is also looking into the concept of engaging a contract bilingual engagement coordinator, using existing funding, to help with some of these efforts.

Website Policy

The Website Policy (Attachment 4) provides information on the privacy policy, translation policy, open government policy, ADA policy, copyright and Digital Millennium Copyright Act (DMCA) policy and the linking policy to individuals who access the City's websites. The language included was recommended by California Joint Powers Insurance Authority (CJPIA) as a protection for the City with its websites. The policies will be posted on the City's website and linked to from the City's secondary websites.

Social Media Policy

The Social Media Policy (Attachment 5) addresses how people interact on the City's social media sites such as Facebook, Twitter, LinkedIn, and Instagram. The policy addresses the comment policy, content moderation and ownership, and retention of posts. It also has a glossary to define commonly used social media terms. This policy was provided by CJPIA.

Outreach Planning Tools

Additionally, City staff use two tools in planning the City's outreach and communications activities. The master outreach template provides a checklist for various types of outreach along with a master calendar so that messaging is provided in a comprehensive and strategic manner for City projects and events. A sample template is provided in Attachment 6. Staff maintains a master messaging calendar to track the content placement.

Conclusion

The City will be receiving feedback about how our constituents want to hear from the City through the Community Survey. The results of the survey will be presented to the City Council at the September 18 meeting. Staff will review the results and adjust the outreach efforts accordingly.

Staff respectfully requests Council provide input and approve the attached policies to provide guidelines for staff to effectively and efficiently communicate with media and the public.

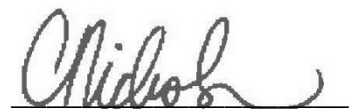
FISCAL IMPACT:

There is no fiscal impact associated with the adoption of the aforementioned policies.

ALTERNATIVES:

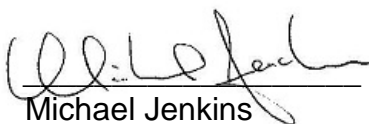
Council may wish to take no action at this time

Reviewed By:



Carmen Nichols
Deputy City Manager

Legal Review By:



Michael Jenkins
City Attorney

Approved By:



Michelle Greene
City Manager

ATTACHMENTS:

1. Draft Communications Policy
2. Draft Channel 19 Policy
3. Social Media Policy excerpt from the Personnel Rules
4. Website Policies
5. Social Media Policies
6. Community Outreach Project Planning Template

ATTACHMENT 1:

Draft Communications Policy



CITY OF GOLETA

COMMUNICATIONS POLICY

Section 1. General Policy Statement

The City of Goleta is committed to utilizing a variety of tools to communicate effectively with the media and the public. The benefits include:

- Informing the public of the services the City provides;
- Promoting the City's achievements, activities and events of significance;
- Expanding the general visibility of the City;
- Ensuring that accurate information is conveyed to the public in emergencies and with issues of a controversial and/or sensitive nature; and,
- Creating and maintaining credibility and ensuring public trust.

Section 2. Purpose of the Policy

The purpose of the City of Goleta ("City") Communications Policy is to provide guidance to City employees and the various agencies and companies that work or act on behalf of the City of Goleta about the City's expectations for official communications.

Section 3. Definitions

Authorized Social Media Users

A City employee who has been authorized to use official City social media accounts.

City

City of Goleta

Communications on Social Media

Includes, but is not limited to, ideas, photos, videos, news, links, responses, and other content expressed on social media.

Defamatory Statements

Includes, but are not limited to, untrue statements that are presented as fact about another individual or organization which damages their reputation.

Legal Ownership

Refers to intellectual property rights.

Official City Account or Official City Social Media Account

An account set up by the City that has been approved by the City Manager, Community Relations Manager/Public Information Officer (PIO) or designee.

Official City Content

Content that is created by the City consistent with this policy.

Social Media

An online platform through which users can establish an account and create online communities to share information. Examples of social media platforms are Facebook, Instagram, LinkedIn, Pinterest, Nextdoor, Snapchat, Twitter, Periscope, Vine, and YouTube.

Traditional Media or Media

The organizations which provide mass communication. Examples of media or traditional media are television, newspaper, newsletter, and radio.

Section 4. Media Policy

It is the policy of the City to respond to media questions/inquiries efficiently, accurately and in a timely manner to help promote public understanding of City services, activities and issues. Effective communications with the media and the public shall be accomplished both responsively and proactively utilizing the following principles:

1. Honesty: we will always be open and honest and will never knowingly mislead the public, media or staff on an issue or news story.
2. Transparency: we promote openness and accessibility in our dealings with the media, whilst complying with the law and maintaining confidentiality when appropriate.
3. Balance: information provided to the media will be objective, balanced, accurate, informative and timely.
4. Language: we will seek to expand the availability of information in languages other than English to meet the needs of our community. The City's intent is to increasingly provide notices and materials for meetings and workshops in Spanish. The City will also provide Spanish interpretation for public workshops as much as possible with existing resources.

Section 5. General Media Guidelines

The official spokesperson for the City is the Community Relations Manager/Public Information Officer (PIO). The City Manager, City Attorney or those staff officially designated by the City Manager, Community Relations Manager/PIO or designee have the authorization to speak on behalf of the City.

All media contact should be directed to the PIO or designee.

The City's overriding interest and expectation in deciding what is spoken, published, or broadcast on behalf of the City requires that official City content be limited to that provided by the City spokesperson or posted by and to official accounts.

A list of the official accounts shall be maintained by the Community Relations Division (CRD). The CRD shall also maintain a list of the login and password information for each official account.

Official Accounts shall comply with all applicable federal, state, and local laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright, records retention, California Public Records Act, First Amendment, privacy and information security policies established by the City.

Section 6. Content Guidelines

When using official accounts, authorized users shall:

- Be respectful, professional, ethical, and comply with all City policies, local, state, and federal laws.
- Use proper grammar and avoid technical terms or abbreviations unless there is a common understanding of its meaning.
- Ensure the information communicated is accurate and complete. If a mistake is made, it should be disclosed and promptly corrected.
- Be transparent and truthful. Honesty—or dishonesty—will be quickly noticed in the social media environment. Always be careful and considerate. Once the words are posted, they cannot be retrieved.
- Be judicious. What you publish is widely accessible and will be around for a long time, so consider the content carefully. A social media post could be used in a legal action against the City or its employees.
- Stay current and be consistent with the goals of the City.

When using official accounts, authorized users shall not:

- Post personal information, except for names of City employees whose job duties include being available for contact by the public.
- Post something that makes you even the slightest bit uncomfortable. Ultimately, what you post is your responsibility. If you are uncomfortable with a post, contact your supervisor or the PIO to discuss your concerns.
- Post comments, photographs, or videos that could discredit or embarrass the City.
- Express personal views or concerns through postings.
- Reveal confidential information as defined by any City policy, or local, state, or federal law.
- Post anything that would infringe upon another's property rights, such as copyrighted material.
- Post anything that would injure another person's or entity's professional or personal reputation.
- Post any content that engages in political or religious advocacy or commentary, or supports or opposes any ballot issue or candidate for office.
- Post any content that is prohibited on an official City account.

Section 7. Prohibited Content

The following is prohibited on official City accounts:

- Comments not topically related to the particular post being commented on;
- Profane or obscene language or content;
- Sexual content;
- Threats;
- Defamatory statements;
- Encouragement of illegal activity;
- Violations of a legal ownership interest of any other party;

- Solicitations of commerce;
- Statements in support of or opposition to political campaigns, candidates, or ballot measures;
- Content that promotes, fosters, or perpetuates 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; and
- Information that may tend to compromise the safety or security of the public or public systems.

Section 8. Traditional Communications

Traditional communication methods are one-way communications between the publisher or sender and the recipient, often using media (as defined above). Other forms of traditional communications include automated and personal phone calls, flyers/posters, email/text notifications, newsletters and a community bulletin board on government access television. The City uses tools such as press releases, press conferences, public service announcements, and story pitching to provide information to traditional media outlets. The City also operates its own government access television channel, Channel 19.

The City endorses the use of traditional communication methods as they provide a way to reach members of the public in a number of ways and should be used in conjunction, as appropriate, with social media.

Section 9. Social Media Communications

Social media communications include content that is posted, uploaded, shared, created, published, or disseminated. Social media is the activity or technology that enables and/or integrates technology, social interaction and the publishing of words, images, video, audio or other digital content.

The City endorses the use of these tools, realizing the positive effect they have on employees, the public it serves, and the business of the City. Social media should be used in conjunction, as appropriate, with traditional communication methods.

Section 10. Communications and the City's Websites

The City's communications, both traditional and social media, should drive people to the City's websites (www.CityofGoleta.org, www.GoletaMonarchPress.com, www.GoletaZoning.com and www.GoletaButterflyGrove.com) for more in-depth information.

All official social media accounts shall link back to the City's official websites, to the extent possible, for in-depth information, forms, and online services to conduct business with the City.

Section 11. Authorized Social Media Users

Only authorized personnel may publish on official social media accounts as authorized social media users. Social media users are authorized by the City Manager, PIO, or their designees.

Authorized social media users shall:

- Regularly review, be familiar with, and comply with the City's policies on use of Official Accounts.
- Monitor, use, and interact on official accounts only during regular work hours; however, this restriction does not apply to employees that are classified as FLSA "Exempt", or in the City Manager's Office. In the event of an emergency incident, social media users may be asked to monitor, use and interact on official accounts outside of regular work hours and on weekends.

Section 12. Interacting with Other Social Media Accounts

Interacting with other social media accounts can be a useful tool in informing residents about City activities, policies, and issues. However, authorized social media users should use sound judgment when interacting with other social media accounts because those interactions may easily be misinterpreted. 'Interacting' or 'sharing', as used here, includes, but is not limited to, "like(s)," "post(s)," "tweet(s)," or "following" on social media platforms.

Authorized social media users must do the following when considering interacting with non-City social media accounts:

- Read all information in the original and any other relevant post, tweet, or link thoroughly before interacting with it to ensure that it enhances community knowledge about City activities, issues, policies, and priorities. If the content does not specifically address the City, it should be of interest to the particular official account's audience.
- Provide information that is consistent with the City's goals.
- Clearly identify the external source of the information (post, tweet, link, etc.).

Authorized social media users are encouraged to interact with other social media accounts operated by the City, other government agencies, or businesses that are promoting the City's projects or goals. The following are some examples of appropriate account interactions:

- Other governments or quasi-government agencies relevant to the subject matter
- Non-profit organizations providing services in the City of Goleta
- Relevant media outlets (local, regional, state, trade)

Section 13. Managing Public Comments on Social Media

Public comments are allowed on official accounts. To the extent possible, an appropriate legal disclaimer shall be posted on an official account.

The authorized social media user shall delete any comment that contains prohibited content as described in Section 18 – Legal Disclaimers.

Individuals shall not be blocked and content on official accounts shall not be deleted simply because they are critical of the City, its officials, or employees, or because the agency or authorized user otherwise dislikes what the content says or represents. Content may be deleted only when it violates this Policy. Any content removed from an official account must be retained in accordance with the City's Records Retention Policy, and the time, date, and identity of the poster shall be noted, if that information is available.

Section 14. Social Media Posts As Public Records

Any content published on an official account, including but not limited to, lists of subscribers, posted communications, and communications submitted for posting, may be considered a public record for purposes of the California Public Records Act and the City's Records Retention Policy. The department responsible for maintaining the official account shall preserve and maintain records in an accessible format so that the records can be reviewed and, when appropriate, produced in response to a request for public records. Include a statement on the official account clearly indicating that any content posted may be subject to public disclosure upon request.

Section 15. Archiving Official City Social Media Accounts

The City uses ArchiveSocial.com to archive the official social media accounts in compliance with the City's Retention Schedule.

Section 16. Establishing an Official City Social Media Account

To establish an official City social media account, a request is made in writing to the City Manager and PIO or their designee. The PIO reviews the appropriateness of the platform for the City and determines, in concert with the City Manager, whether it is consistent with the vision and mission statements in this Policy. If approved, the PIO, sets up the account using authorized City contact information in conjunction with the Information Technology Department to insure the account is secure.

Section 17. Branding

Because social media is freely available to anyone, branding official accounts is required. Include the following text statement on all official accounts: "This is the official [name of social media platform] account of the City of Goleta."

Section 18. Legal Disclaimers

The following disclaimer or a link to this policy shall appear on every social media official City account. This account is intended to be a limited forum for communication and discussion between the City of Goleta and members of the public about specific topics. The City of Goleta reserves the right to remove comments that include profane or obscene language, sexual content, threats, defamatory statements, the encouragement of illegal activity, violations of the legal ownership interests of another party, solicitations of commerce, statements in support or opposition to political candidates or ballot propositions, content that promotes, fosters, or perpetuates discrimination, or information that may compromise the safety or security of the public or public systems. Activity on this account is subject to all applicable federal, state, and local laws regulations.

Section 19. Personal Use of Social Media by Employees

Employee personal use of social media is addressed in the Social Media Policy of the Personnel Rules.

Last updated 8/14/18

ATTACHMENT 2:

Draft Channel 19 Policy



CITY OF GOLETA

GOVERNMENT ACCESS TELEVISION CHANNEL OPERATING POLICY

Section 1. Mission Statement

The City's mission for the City of Goleta's Government Access television channel is to facilitate the exchange of public information in accordance with Federal Communications Commission ("FCC") and National Television System Committee ("NTSC") rules, while fostering open and participatory local government.

Section 2. Objectives

The City Council establishes the following objectives of The Goleta Channel:

- A. To provide information regarding the activities and decisions of the City Council and the recommendations of its advisory bodies;
- B. Expand community awareness of local government and its decision-making processes by providing live and re-broadcast coverage of City meetings;
- C. To offer information to City residents regarding programs and services offered by various City departments;
- D. To provide information pertinent to City residents from other local, state and federal governmental entities;
- E. Provide an additional venue for emergency communications in the event of disaster;
- F. Offer informative public affairs television programs of interest and value to residents of Goleta which are not otherwise available or provided by other sources;
- G. Provide video production and audio/visual services to City departments if resources permit; and,
- H. Create a channel identity that citizens recognize as quality informational programming specific to Goleta.

Section 4. Channel Administration

- A. The Community Relations Manager serves as the Channel Administrator for The Goleta Channel. However, the City Clerk and the Community Relations Manager shall be responsible for contributing specific types of programming for the channel. The City Clerk shall oversee all programming and information pertaining to the City Council and local Government; while the Community Relations Manager shall contribute community outreach content for the channel.
- B. The Channel Administrator shall be responsible for the following:
 - 1. Implementation and oversight of Channel production;
 - 2. Making programming decisions in accordance with operating policies;
 - 3. Reviewing any appeals that are made on programming requests.
- C. Operating policies may be amended at any time upon the approval of the City Council.

Section 5. Types of Programming

- A. Public Meeting Coverage
 - 1. The Goleta Channel will feature live and re-broadcast television coverage of all recorded regular and special meetings of the Goleta City Council, Planning Commission, Design Review Board, Parks and Recreation Commission, Public Engagement Commission, Public Tree Advisory Commission meetings, community informational meetings, and "State of the City" addresses. Public City meetings will be covered from call-to-order to adjournment, and will be broadcast without editorial comment; meetings will be replayed in their entirety at various times throughout the week.
 - 2. Coverage of additional public meetings will be determined based upon available resources at the discretion of the Channel Administrator in consultation with the City Clerk. Public meetings produced by other local government entities, as well as those produced by state and federal agencies or institutions will also be considered for broadcast. Outside programming must be informative in nature and appeal to the general public interest. Any costs associated with airing public meetings produced by other governmental agencies on the Goleta Channel shall be borne by those agencies.
 - 3. Video and audio recordings of all public meetings are intended for broadcasting purposes only. They shall not be considered the official record of the meeting.
 - 4. Public meetings which are aired live will be rebroadcast throughout the week a minimum of two (2) times each.

B. Community Bulletin Board

1. The Community Bulletin Board primarily will be used to promote City programs, services and initiatives through the posting of notices on the topics listed below:
 - a. Job opportunities;
 - b. Vacancies on City commissions, boards and committees;
 - c. Volunteer opportunities
 - d. Emergency preparedness information;
 - e. Public health awareness;
 - f. Energy conservation initiatives;
 - g. Utility rate assistance programs;
 - h. Environmental preservation efforts;
 - i. Alternative transportation programs;
 - j. City meeting broadcast schedules;
 - k. City office and facility schedules, including holiday closures;
 - l. Public safety information;
 - m. Emergency communications information;
 - n. Information on City permitting or licensing services and processes;
 - o. City contact information.
2. Any remaining capacity on the Community Bulletin Board after City notices may be made available to other government agencies for the purpose of posting notices of upcoming events or notices pertaining to public services, programs or initiatives as defined in Section B, 1, a-o above. Said government agencies shall be limited to:
 - a. The County of Santa Barbara;
 - b. State of California;
 - c. Local special districts; and,
 - d. Federal Government agencies.
3. Any remaining capacity on the Community Bulletin Board after all governmental notices have been satisfied may be made available to local non-profit community based organizations for notice of events to be held in the Goleta area. Only information containing the name of the event sponsor, the name of the event, the date and time of the event and contact information may be submitted to be posted on the Community Bulletin Board.
4. Community Bulletin Board submissions must conform to all channel programming policies, FCC requirements, and community standards. Additionally, all submissions are subject to final approval by The Goleta Channel administration.
5. Notices of an emergency nature are not subject to any advance notice requirements. Messages that pertain to health and safety will be included in the display sequence as soon as possible.

6. City staff reserves the right to edit any submissions to ensure conformity with space and technical limitations.
7. Submissions will not run for longer than thirty (30) days. If a longer “air time” is desired, then an additional submission is required; or in the alternative, special arrangements may be made with the City staff.
8. Submission requests should be received in writing at least one week in advance of the desired “airing date”; requests may be submitted on available forms to City Hall, or via electronic mail to pio@cityofgoleta.org.

C. Emergency Message Programming

1. The Goleta Channel may be used to facilitate communications with residents during an emergency in the City in consultation with local, state, or federal officials.
2. Emergency programming will be subject to staff and facility limitations, and is not intended to substitute for alternative emergency information or be the sole provider of information regarding emergency response and/or relief.

D. Public Service Announcements (“PSAs”)

1. Whenever possible, The Goleta Channel will broadcast PSAs produced by or on behalf of the City that feature content intended to benefit the public interest, raise awareness on an issue, affect public attitudes, and potentially stimulate action.
2. PSAs from other government agencies will be considered at the discretion of Channel administration and within the limitations of Channel operating policies, as well as availability of programming space.

E. Special Events Coverage

1. Coverage of special events will be provided based in part upon Channel operating policies, goals and objectives, as well as staff and facility availability.
2. Special event coverage includes, but is not limited to:
 - a. Press conferences;
 - b. Special meetings of the City Council, Planning Commission, Design Review Board or other City commissions;
 - c. Public Workshops;
 - d. Annual State of the City event programming;
 - e. Community organized events, such as festivals, performances, displays or parades; and,

- f. Educational, historical and community-based event programming for which broadcast rights are owned by the City.

F. Other City Programming

1. The City may produce other programs which do not fit into any existing category. These programs will be considered “specials” and may be of any format. Programs will concentrate on City issues, events, and City and public services.

Section 6. Program Requests and Eligibility

- A. The following are authorized to request that programming be placed on The Goleta Channel:

1. City staff, elected officials, and residents;
2. Authorized department and agency heads from other local, state, and federal government entities; and
3. Regarding Community Bulletin Board only, local non-profit organizations and local non-governmental entities providing services to the residents of the City.

- B. Programming requests may be made by phone, letter, or electronic mail. Requests for programming will be responded to within seven (7) days of the request. Requests may be submitted to:

Community Relations Manager
City of Goleta
130 Cremona Drive, Suite B
Goleta, CA 93117
Phone: (805) 961-7500
pio@cityofgoleta.org

- C. City departments or outside government agencies requesting placement of programming on The Goleta Channel must be willing to assist in production if asked to do so. This may include but is not limited to: (1) Furnishing necessary information; (2) Gathering persons and props to be used in the program; (3) Making “on-air” presentations as deemed necessary by Channel administration.
- D. Program submissions must meet all Channel programming policies, FCC requirements, and community standards; additionally, all submissions are subject to final approval by Channel administration.

Section 7. Programming Restrictions

- A. The Goleta Channel shall not be used to produce video programming for political, private or commercial organizations. Prohibited activity includes but is not limited to:

1. Paid advertising;
 2. Solicitations to purchase commercial goods or services;
 3. "Informational" plugs for a private for-profit organization or its philanthropic activities; and
 4. Partisan or political positions or content endorsements of such nature, although candidate forums open to all candidates for local office may be allowed if it otherwise meets the criteria of this policy.
- B. The programming shall not include slanderous (or libelous), lewd, obscene, indecent, or violent content or language. Should a question arise regarding content admissibility, the material will be reviewed subject to state and/or local law, City ordinances, and FCC protocols; FCC defines "indecent" as that which, "describes or depicts sexual or excretory activities or organs in a patently offensive manner as measured by contemporary community standards for a cable medium."
- C. The programming shall be direct, non-editorial information regarding the operation and deliberations of local government and other public affairs; The Goleta Channel shall not serve as a mechanism for building support for a particular policy, program, or issue.
- D. Programming will not include copyrighted materials unless written permission has been obtained from the copyright holder or a duly authorized representative. Copyright permission must be obtained for all programs produced by outside sources that are broadcast by The Goleta Channel. Copyrighted music is not authorized unless written permission is obtained by the copyright holder or a duly authorized representative.

Section 8. Copyright Considerations

- A. All video recordings produced by and used for production of television programs by the staff of The Goleta Channel shall remain the property of the Channel and the City.
- B. The City shall hold the copyright on all programs produced primarily for airing on The Goleta Channel.
- C. The Goleta Channel may at the discretion of Channel administration provide copies of programming aired on the channel subject to the following provisions: (1) Copies will be provided on a "first-come/first-serve" basis; (2) Copies will be provided as soon as staff and facility time allow; (3) A handling fee shall be charged at the discretion of Channel administration to mitigate administrative expenses; (4) Copies of all Public meetings may be obtained by contacting the City Clerk's Office.

Section 9. Technical Considerations

- A. Information for the Community Bulletin Board must be created using Microsoft PowerPoint or Adobe Photoshop.
- B. Those interested in submitting a post for the Community Bulletin Board may create it themselves or provide the City with adequate information to create an image.
- C. Submitted slides should meet the following guidelines:
 - a. Leave 1-inch margins around image;
 - b. Use no font smaller than size 12;
 - c. Use colors and fonts that are easy to read.
 - d. Do not place text or important image content an area of approximately 1 "around the outer edge of the slide.
 - e. Images must be 720x480 pixels; 72 dpi
- D. If the City will be creating the image please include all of the following information:
 - 1. Name of event;
 - 2. Date and time;
 - 3. Location;
 - 4. Contact information.
- E. Video submissions can be sent in on video cassette, DVD, or standard computer video files.

Section 10. Election Coverage

- A. The Goleta Channel is not intended to be a political forum; furthermore, it shall not serve as a mechanism for building support for a particular policy, program, or issue that is not supported by a majority of the City Council. No political programming shall be permitted on The Goleta Channel that is not a dissemination of factual information or dialogue/debate that is presented in an unbiased fashion which directly affects City residents.
- B. Programming shall not include individual declared candidates for elected office. Candidates for elected office may not use The Goleta Channel as part of any campaign effort. This exclusion does not apply to persons who receive airtime as an incidental part of official public meeting coverage, forums, special elections, or incidental coverage of incumbents performing official duties which warrant "typical" airtime and do not encourage additional gratuitous coverage.

C. The Goleta Channel, at the sole discretion of Channel administration, may air programming related to upcoming local elections (such as debates), so long as such programming is the broadcast of an event held and conducted by a neutral party, and so long as signed documentation (including an affidavit and copies of invitations) is provided by the neutral party to Channel administration. The affidavit shall attest that all appropriate candidates or interested parties/entities (in the cases of referendum) were invited to participate in said event.

D. Election results can be broadcast at the discretion of Channel administration.

Section 11. Promotional Considerations

Promotional announcements for City-sponsored events, programs, and activities will be permitted on The Goleta Channel.

ATTACHMENT 3:

Social Media Policy excerpt from the Personnel Rules

SOCIAL MEDIA POLICY FROM PERSONNEL RULES

SEC. 19.3 SOCIAL MEDIA POLICY

The City understands that its employees use social media sites to share events in their lives, to communicate, and to discuss their opinions with others, including family, friends and co-workers. However, the use of social media may present certain risks and carries with it certain responsibilities. To assist employees in making responsible decisions about their use of social media, the City has established this policy and guidelines for appropriate use of social media.

In the rapidly expanding world of electronic communication, social media can mean many things. In general, social media encompasses the various activities that integrate technology, social interaction, and content creation. Through social media, individuals can create web content, organize, edit or comment on content, as well as combine and share content on their own web site or on someone else's. Social media uses many technologies and forms, including web feeds, blogs, wikis, photography and video sharing, journals, diaries, chat rooms, bulletin boards, affinity web sites, podcasts, social networking, fan sites, mashups, and virtual worlds.

A. Rights and Responsibilities in Using Social Media Technology

1. Employees should use good and ethical judgment when using social media. To the extent social media use impacts City employees and clients, employees must follow City policies and regulations as applicable, including but not limited to those that protect individual privacy rights, anti-discrimination and harassment policies, the anti-workplace violence policy and other relevant City policies.
2. The City may take disciplinary action against the employee, up to and including termination, if employee use of social media:
 - a. Is detrimental to the mission or function of the City;
 - b. Adversely affects another employee;
 - c. Adversely affects members of the public served by the City, people who work on behalf of the City or its legitimate business interests.
3. Examples of prohibited conduct include, but are not limited to:
 - a. Using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, or threatening, or that might constitute harassment or bullying.
 - b. Offensive posts that could contribute to a hostile work environment on the basis of race, religious creed, color, national origin, ancestry, physical or mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation or any other status protected by law or City policy.
 - c. Material that would make a reasonable person afraid for his or her safety or the safety of his or her family.

- d. Employees should strive for accuracy and full disclosure in any blog or post, and include links to sources of information. If an employee makes a mistake, the information should be corrected or retracted promptly. Information or rumors that known by an employee to be false about the City, your co-workers, or people working on behalf of the City should never be posted.
- e. Information that may violate City, client or employee rights should not be disclosed. For example, another individual's social security number, medical information or financial information must not be disclosed in a manner that violates that person's rights.
- f. If an employee publishes a blog or posts online related to the work or subjects associated with the City, the employee must make it clear that they are not speaking on behalf of the City. It is best to include a disclaimer such as "The postings on this site are my own and are not intended to reflect the views of the City." The City's Public Information Officer will not be required to post such disclaimers while posting information on social media platforms on the City's behalf.
- g. Employees should keep their personal lives separate from professional or work life, by using privacy settings to restrict personal information on public sites. Employees should consider who they invite or accept to join a social network as those individuals will have access to your profile, photographs, etc.
- h. Employees should understand that even if private settings are in place, those invited into a network can easily, print, save, cut, paste, modify or publish anything posted, including material subsequently removed from your network. Material can be archived on the Internet even after it is removed.

B. Using Social Media at Work

- 1. Employees must never use City Information Systems Resources, or work time, for personal social media activities.
- 2. Employees must not use City email addresses to register on social networks, blogs or other online tools utilized for personal use. Use of City email addresses to register on professional association networks, websites and listservs is acceptable if use of such networks enhances the employee's ability to perform assigned duties and conforms to all pertinent sections of these Personnel Rules.
- 3. Limited use of the City's internal Nextdoor platform is acceptable, as it aids in the dissemination of work-related information among employees and fosters positive working relationships. However, use of Nextdoor must not interfere with employees' ability to complete tasks and assignments in an efficient and effective manner, and must conform to all of the pertinent sections of the City's Personnel Rules.

C. Media Contacts

All media inquiries should be directed to the Public Information Officer.

Employees should not speak to the media on the City's behalf without contacting the City's Public Information Officer or other designee.

ATTACHMENT 4:

City of Goleta Website Policies



CITY OF GOLETA

WEBSITE POLICIES

Section 1. General Policy Statement

The City of Goleta ("City") is committed to utilizing a variety of tools to communicate effectively with the public. The City's primary website is www.CityofGoleta.org and supporting websites are www.goletamonarchpress.com, www.goletabutterflygrove.com, and www.goletazoning.com. The City owns additional domains and redirects these sites to subpages on the City's website.

Section 2. Purpose of the Policy

The purpose of this policy is to provide guideline, protocols, and procedures for the City's websites for the front-end users. The policies will be posted on the City of Goleta's website and linked to from the City's secondary websites.

Section 3. Privacy Policy

This Privacy Policy explains the online information practices of the City of Goleta only. It does not apply to non-City of Goleta websites that users are able to reach from the City's website nor to any social media sites. The City encourages users to read the privacy policies of those other sites in order to learn how they collect and use your information.

The City of Goleta takes website user privacy seriously. The City does not collect personally identifiable information about users when they visit the City's web site or use City services, unless the user chooses to provide that information to the City.

A. What this Privacy Policy covers

This Privacy Policy covers the City website's treatment of personally identifiable information that is obtained when users are on the City website and when users access the website's services. This policy does not describe information collection policies on other sites, including social media sites or those linked to or from this website.

B. What type of information the City collects

The City of Goleta may automatically collect aggregate information about the use of its site, including which pages are most frequently visited, how many visitors we receive daily, and how long visitors stay on each page.

C. How the City uses the information collected

The personally identifiable information collected from and about users may be used to provide e-mail-based newsletters and other information to users as requested and to notify them from time to time about services offered by the City or other entities associated with the City. In the event of a known security or virus threat, the City may collect information on the internet content users view.

D. With whom we share information

The City may disclose information about users if the City has a good-faith belief that it is required to do so by law or legal process, to respond to claims, or to protect the rights, property or safety of the City of Goleta or others.

The City may disclose personally identifiable online information that users have provided to representatives within the City of Goleta and related entities, other government agencies, or other named entities. In order to address, meet, and combat security and virus threats, the City may also share some information collected automatically, such as IP addresses, with other government agencies.

The law may require the City to share collected information with authorized law enforcement.

E. Children and the collection of information

The City does not intentionally collect information from children under the age of 13. The City will comply with the Children's Online Privacy Protection Act (COPPA) at all applicable times.

F. Changes to this Privacy Policy

City of Goleta may revise and update this Privacy Policy at any time. Users continued usage of this site means they accept those changes.

Section 4. Language Translation Policy

Translation of the City of Goleta's websites and pages may occur through a variety of third party services that the City does not control. These translation services should be considered only as a convenience to City website visitors and not as any warranty, assurance, guarantee, or promise by the City of Goleta as to the accuracy of any translations provided. The translations provided by these third party sites may not produce an accurate or precise translation any nor all of the time and are likely just an approximation of our original content. Any translations received should only be used as a rough guide. The official text is the English version of the City's website. If users rely on information from one of these third party translation providers, users are doing so at their own risk. The City of Goleta shall not and will not be liable for damages or losses of any kind arising out of, or in connection with, the use or performance of such translation activities and services, including but not limited to, damages or losses caused by reliance upon the accuracy, reliability or timeliness of any such information, or damages incurred from the viewing, distributing, or copying of such information.

Please be aware that when users request a translation from a third party service, they are leaving the City of Goleta website.

Section 5. Open Government Policy

All information on this site and on the City's social media sites are public records and subject to, among other things, the California Public Records Act. These types of laws help bring users peace of mind by ensuring the City of Goleta is open and that the public has a right to access appropriate records and information possessed by the City. There are, of course, exceptions and exemptions to the public's right to access all public records. Users are invited to review California Government Code, Sections 6250 through 6276.48 for more information. If assistance in requesting records is needed, please contact the City Clerk's office at 805-961-7505.

Section 6. ADA Policy

The City of Goleta has attempted to design its online public activities accessible to and by everyone. The City has made every effort to ensure the website's compatibility with commonly used assistive technologies. The City will continue to maintain the website in compliance with the Americans with Disabilities Act to every extent reasonably possible.

The City of Goleta does not operate or control its social media sites and is not able to control the terms and conditions of the social media site provider.

The City of Goleta has established an ADA/Section 504 Coordinator to answer any questions you might have. For inquiries, contact Todd Mitchell, HR & Risk Manager, 805-961-7525.

Section 7. Copyright and DMCA Policy

Images, photographs, written works and graphics used by the City on the website and social media site(s), unless otherwise noted, are the property of the City of Goleta and are protected under both United States and International Copyright Laws. City images, photographs, written works and graphics may not be reproduced, copied, transmitted or manipulated without the written permission of City of Goleta. Use of any image or content from the City's social media site(s) as the basis for any other, literary writing, photograph or illustration (in any format) is a violation of the United States and International Copyright laws.

For questions pertaining to the City's intellectual property rights or for permission to reproduce the City's social media please contact us at 805-961-7507 or pio@cityofgoleta.org.

The City of Goleta has a designated agent authorized to receive notification of alleged copyright and trademark infringement claims in accordance with the Digital Millennium Copyright Act (DMCA). The City will promptly respond to notices of alleged infringement that comply with the DMCA, 17 U.S.C. § 512 (c). There are many ways to respond to such claims. The City may, for example, temporarily remove or disable access to the material that is the subject of inquiry until a resolution or determination is reached. The City will make a good faith effort to contact the owner or creator of any questioned content so that they may make a counter notification pursuant to sections 17 U.S.C. § 512(g)(2) and (3) of the DMCA.

Some content on the City's website or in a social media context may be posted according to the "fair use" doctrine of copyright law for non-commercial news reporting, education and discussion purposes.

If users have concerns regarding the use of protected intellectual property on the City's website or social media page(s), please contact the City at 805-961-7500.

- **DMCA Agent Designation Form**

A notice of claimed infringement delivered to our Designated Agent must include the following (pursuant to 17 USC §512 (c)(3)(A)):

- A physical or electronic signature of a person authorized to act on behalf of the owner of an exclusive right that is allegedly infringed;
- Identification of the copyrighted work claimed to have been infringed, or, if multiple copyrighted works at a single online site are covered by a single notification, a representative list of such works at that site;
- Identification of the material that is claimed to be infringing or to be the subject of the infringing activity and that is to be removed or access to which is to be disabled, and information reasonably sufficient to help us locate the material;
- Information reasonably sufficient to permit us to contact the complaining party, such as an address, telephone number, and, if available, an electronic mail address at which the complaining party may be contacted;
- A statement that the complaining party has a good faith belief that use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law;
- A statement that the information in the notification is accurate, and under penalty of perjury, that the complaining party is authorized to act on behalf of the owner of an exclusive right that is allegedly infringed.
- The City of Goleta will comply with the appropriate provisions of the DMCA in the event that a counter notification is received by its Designated Agent.

Section 8. Website Linking Policy

The purpose of the City's website is to primarily provide information about City programs, services, meetings and initiatives. These may include:

- a. Job opportunities;
- b. Vacancies on City commissions, boards and committees;
- c. Volunteer opportunities
- d. Emergency preparedness information;
- e. Public health awareness;
- f. Energy conservation initiatives;
- g. Utility rate assistance programs;
- h. Environmental preservation efforts;
- i. Alternative transportation programs;
- j. City meeting broadcast schedules;
- k. City office and facility schedules, including holiday closures;
- l. Public safety information;
- m. Emergency communications information;
- n. Information on City permitting or licensing services and processes;

- o. City contact information;
- p. Public meetings and workshops.

The City may also provide content or link to content from other government agencies in the areas for the purpose of posting notices of upcoming events or notices pertaining to public services, programs or initiatives as defined above. Said government agencies shall be limited to:

- a. The County of Santa Barbara;
- b. State of California;
- c. Local special districts; and,
- d. Federal Government agencies.

As time permits, the City may also post content from local non-profit community based organizations for Goleta-area events and public information affecting City residents.

Additionally, the City may post Public Service Announcements (PSA) intended to benefit the public interest, raise awareness on an issue, affect public attitudes, and potentially stimulate action.

Links to for-profit organization websites will not posted on the City's website.

Last updated 8/20/18

ATTACHMENT 5:

Social Media Policies



CITY OF GOLETA

POLICIES FOR USERS AND FOLLOWERS OF THE CITY'S SOCIAL MEDIA SITES

Section 1. General Policy Statement

The City of Goleta ("City") is committed to utilizing a variety of tools to communicate effectively with the public and the media. Social media platforms are some of the tools the City uses.

Section 2. Purpose of the Policy

The purpose of this policy is to provide information about content ownership, and retention for those who choose to participate or follow the City's social media. The policies will be posted on or linked to on the City of Goleta's social media sites including Facebook, Twitter, YouTube, Instagram, Pinterest and Nextdoor. As new sites are added, the language will be added on those sites as well.

Section 3. Social Media Comment and Content Moderation Policy

THE CITY'S SOCIAL MEDIA SITES ARE NOT MONITORED BY CITY STAFF IN REAL TIME. IF YOU HAVE AN EMERGENCY OR KNOW OF A CRIME IN PROGRESS, PLEASE CALL 911 IMMEDIATELY.

OUR SOCIAL MEDIA SITES ARE MODERATED ONLINE DISCUSSION SITES AND ARE DESIGNATED AS A LIMITED PUBLIC FORUM.

The purpose of the City of Goleta's social media sites are to share news, information, and updates regarding the activities, policies and programs of City of Goleta. However, the information and content contained on our social media sites is only intended to supplement, not to replace, the information available through official City of Goleta channels, in general, and City of Goleta's official websites at www.CityofGoleta.org.

If you are a reporter, please direct your inquiries to the Public Information Officer at 805-961-7507. We do not post or respond to reporters' questions on our social media sites.

The City of Goleta is not responsible for comments, remarks, messages, or other material posted to its social media sites and does not, in any way, guarantee, ensure, or warrant the content, accuracy, or use of social media content from anyone else. The City of Goleta specifically disclaims all liability for claims or damages that may result from any posting on its social media sites. Opinions expressed on our social media sites are those of the person posting and do not necessarily reflect the

opinions, practices, or policies of the City of Goleta. In no event shall the City of Goleta be liable to you or anyone else for any decision made or action taken in reliance on information on our social media sites.

By accessing, viewing and/or posting content to our social media page, you accept, without limitation or qualification, these terms and conditions of use, as well as any other terms of use required by the company that owns and operates the social media sites. If you do not agree to the terms of this Policy, do not view or post any content. Your use of our social media sites is deemed acceptance of these terms and conditions and to have the same effect as if you had actually physically signed an agreement.

These terms and conditions are in addition to the third-party policies, terms, and conditions of any social media provider (i.e. Facebook, LinkedIn, Twitter, YouTube, etc.). The City of Goleta does not operate or control this social media sites and is subject to the terms of use for these sites by the provider. The City of Goleta does not control the terms and conditions of the social media sites provider.

A. Your Comments Are Public and Reviewed

Our social media sites are a public page and viewable by everyone. Comments and shared information also become part of a public record and may be archived in order to abide with applicable laws, e-discovery requirements, and document retention policies. Information shared through our social media sites may be subject to release to those who request it through the California Public Records Act or other public information statutes. Your use of our social media sites and the posting of any content is deemed a waiver by you of any rights to privacy or confidentiality.

Please be aware that we review all comments after you post them. Because the sites is visible to all ages, we expect persons who leave comments to do so with respect, good manners, and careful thought of who might be seeing them.

Consistent with the purpose of this Limited Public Forum, we reserve the right to moderate, monitor, remove, prohibit, restrict, block, suspend, terminate, delete, discontinue or reject comments and access to comments if they are:

- Profane, obscene, pornographic, abusive, threatening, racist, defamatory, offensive or contain violent language
- Trolling (posts that are deliberately offensive, provocative, or disruptive and intended to hijack our content, deflect our information off-track, upset someone or create angry responses from employees or other visitors)
- Messages that are a violation of existing law or regulation
- Violations of the intellectual property rights of others
- Spam (unsolicited messages that are usually intended as advertising or messages that are repeatedly posted on the same sites)
- Attacks or calls-to-action for attacks on specific groups
- Intended to harass, threaten or abuse an individual or are defamatory, derogatory, or are personal attacks on any City of Goleta official, employee, resident, or business person
- Hateful or discriminatory comments regarding or comments that promote, foster, or perpetuate discrimination of harassment on the basis

- of race, ethnicity, religion, gender, disability, sexual orientation, political beliefs, or a protected class under local, state, or federal law
- Links or comments containing sexually explicit content or material
- Links to malicious software or sites
- Cyber-stalking or threats to an individual or organization, or intended to collect or post private information and data without disclosure (e.g., doxxing)
- Messages that relate to confidential, private, or proprietary information
- Messages that are inappropriate, in poor taste, or otherwise contrary to the purposes of our sites or the business of the City of Goleta
- Self-promotion
- Solicitation of funds
- Unsolicited business proposals and inquiries
- Reports of criminal or suspicious activity (Please contact your local police agency directly with this type of information)
- Encouragement of illegal or unlawful activity
- Any form of legal and/or administrative notices or processes
- Posts not in compliance with our social media host's own terms and conditions
- Posts that attempt to or do take over a thread in ways that are contrary to these terms and conditions (including random or unintelligible posts)

The above list is not necessarily exhaustive and City of Goleta reserves the right to remove or restrict any post or comment that violates the purpose or spirit of these terms and conditions.

Individuals who comment or post to our social media sites and who repeatedly violate these terms and conditions may, among other actions, be banned, prohibited from posting future comments, or be reported to the social media provider.

We do not edit comments for the purpose of removing objectionable or inappropriate content and leaving non-objectionable or appropriate content. If you want your comments to remain posted, please ensure that you comply with this policy.

While comments may be posted at any time because of the nature of social media, we will review and screen comments during regular business hours, Monday through Friday, 8 a.m. – 5 p.m. Pacific Standard Time.

Information contained on our social media sites may be intercepted, recorded, read, copied, and disclosed by and to authorized personnel for any official purpose, including criminal investigations. Unauthorized access or use of our social media sites, including attempting unauthorized copying, altering, destroying, or damaging sites content may violate the Federal Computer Fraud and Abuse Act of 1986 and may subject violators to criminal, civil, and/or administrative action.

B. Privacy

Do not include personally identifiable information in the body of your social media comments. This is for your own protection and privacy.

C. Endorsements

The City of Goleta does not endorse commercial entities, products, services, or other non-governmental organizations or individuals through social media. Any references to commercial entities, products, services, or non-governmental organizations or individuals are solely for informational purposes or posted by the social media provider.

D. Our Comments Are Not Legal Advice and Your Comments Are Not Official Notice

Postings, interactions, and messages made through social media sites do not constitute legal advice. Likewise, anything you post is not considered an official notice or comment to the City of Goleta or to any official or to any of our employees for any purpose. The City of Goleta disclaims all warranties, expressed or implied, for any of the information and content provided in its social media sites.

You can contact City of Goleta by visiting www.CityofGoleta.org or by calling 805-961-7500.

E. You May Own Your Comments but We Can Use Them

You own all of the comments, content, messages, and similar information that *you* post on our social media sites (subject to any terms or conditions of the social media provider). You are responsible for how you control the sharing of that content through the privacy and application settings of the social media provider.

By posting on our social media sites, you grant the City of Goleta a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use that content. That means the City of Goleta can reproduce, distribute, publish, display, and otherwise use your content. **If you do not wish to have the content you have posted used, published, copied and/or reprinted, please do not post on our social media page.**

F. Advertisement and Link Disclaimer

The information provided on our social media sites and any links or references thereon are provided as a courtesy to our visitors. The City of Goleta does not endorse, recommend, nor approve of any person, any product, or any service mentioned on our social media sites nor referenced or contained on any other websites or social media page. The City of Goleta does not endorse nor support any advertising that may be contained on its social media sites nor on any of the pages of any linked or referenced sites. The City of Goleta does not generally link to the following:

- Candidate or nominee sites nor sites advocating a position on City of Goleta or ballot issues
- Corporate commercial sites. Please note that non-profit organizations may include links to member or sponsor organizations. However, such links are not an endorsement or recommendation by City of Goleta.
- Personal home pages

External links may be provided at times and are posted only as additional information or resource material. The City of Goleta does not attest to the

accuracy of information provided by any links. Should you access other sites through a link, you are subject to that destination site's own privacy policy and terms of use.

G. Intellectual Property Use

Images, photographs, written works and graphics used by us on our social media sites, unless otherwise noted, are the property of the City of Goleta and are protected under both United States and International Copyright Laws. Our images, photographs, written works and graphics may not be reproduced, copied, transmitted or manipulated without the written permission of the City of Goleta. Use of any image or content from our social media sites as the basis for any other, literary writing, photograph or illustration (in any format) is a violation of the United States and International Copyright laws.

For questions pertaining to our intellectual property rights or for permission to reproduce our social media please contact us at 805-961-7500.

H. Indemnification

By using our social media sites, you agree that you must defend, indemnify, and hold the City of Goleta and its officers, directors, employees, contractors, representatives, agents, successors and assigns harmless from and against any and all losses, claims, damages, settlements, costs, and liabilities of any nature whatsoever (including reasonable attorneys' fees) to which they may become subject and which arise out of, are based upon, are as a result of, or are in any way connected with your use of our social media sites, including any third party claims of infringement or any breach of these terms and conditions.

I. Jurisdiction

By using our social media sites, you agree that any claim or dispute relating to the posting of any content on our social media sites shall be construed in accordance with the laws of the State of California without regard to its conflict of laws provisions, and you agree to be bound and shall be subject to the exclusive jurisdiction of the state and federal courts located in Santa Barbara County, California.

J. This Policy Is Subject to Amendment

This policy may be updated or amended at any time without notice. Each time you access or use our social media sites, the policy then in place at the time of such access or use will govern your usage and posting.

Section 4. Social Media Content Ownership Policy

The following statements will be posted on the specific social media sites.

A. Facebook (<https://www.facebook.com/terms>)

"You own all of the content and information you post on Facebook, and you can control how it is shared through your privacy and application settings."

"[Y]ou grant [Facebook] a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use any IP content that you post on or in connection with Facebook (IP License). This IP License ends when you delete your IP content or your account unless your content has been shared with others, and they have not deleted it."

- B. **Twitter** (<https://twitter.com/tos?lang=en#content>)
“You retain your rights to any Content you submit, post or display on or through the Services.”
- “By submitting, posting or displaying Content on or through the Services, you grant [Twitter] a worldwide, non-exclusive, royalty-free license (with the right to sublicense) to use, copy, reproduce, process, adapt, modify, publish, transmit, display and distribute such Content in any and all media or distribution methods (now known or later developed).”
- C. **Pinterest** (<https://about.pinterest.com/en/terms-service>)
“You retain all rights in, and are solely responsible for, the User Content you post to Pinterest.”
- “You grant Pinterest and its users a non-exclusive, royalty-free, transferable, sublicensable, worldwide license to use, store, display, reproduce, re-pin, modify, create derivative works, perform, and distribute your User Content on Pinterest solely for the purposes of operating, developing, providing, and using the Pinterest Products.”
- D. **YouTube** (<https://www.youtube.com/static?template=terms>)
“For clarity, you retain all of your ownership rights in your Content.”
- “[B]y submitting Content to YouTube, you hereby grant YouTube a worldwide, non-exclusive, royalty-free, sub licenseable and transferable license to use, reproduce, distribute, prepare derivative works of, display, and perform the Content in connection with the Service and YouTube's (and its successors' and affiliates') business, including without limitation for promoting and redistributing part or all of the Service (and derivative works thereof) in any media formats and through any media channels.”
- E. **LinkedIn** (<https://www.linkedin.com/legal/user-agreement>)
“As between you and LinkedIn, you own the content and information that you submit or post to the Services and you are only granting LinkedIn the following non-exclusive license: A worldwide, transferable and sublicensable right to use, copy, modify, distribute, publish, and process, information and content that you provide through our Services, without any further consent, notice and/or compensation to you or others.”
- F. **Instagram** (<https://help.instagram.com/478745558852511>)
“Instagram does not claim ownership of any Content that you post on or through the Service.”
- “[Y]ou . . . grant to Instagram a non-exclusive, fully paid and royalty-free, transferable, sub-licensable, worldwide license to use the Content that you post on or through the Service, subject to the Service's Privacy Policy.”

Section 5. Social Media Retention Policy

Social media pages operated by the City of Goleta are subject to the California Public Records Act. Any content maintained in a social media format that is related to City business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure. All such

content must be retained with the Public Records Act and the Authority's document retention policy.

Section 6. ADA Policy

The City of Goleta has attempted to design its online public activities accessible to and by everyone. We have made every effort to ensure our sites' compatibility with commonly used assistive technologies. We will continue to maintain our websites in compliance with the Americans with Disabilities Act to every extent reasonably possible.

The City of Goleta does not operate or control its social media sites and is not able to control the terms and conditions of the social media sites' provider.

The City of Goleta has established an ADA/Section 504 Coordinator to answer any questions you might have and who may be contacted at: Todd Mitchell, HR & Risk Manager, 961-7525.

Section 7. Copyright and DMCA Policy

Images, photographs, written works and graphics used by us on our websites and social media sites, unless otherwise noted, are the property of the City of Goleta and are protected under both United States and International Copyright Laws. Our images, photographs, written works and graphics may not be reproduced, copied, transmitted or manipulated without the written permission of City of Goleta. Use of any image or content from our social media sites as the basis for any other, literary writing, photograph or illustration (in any format) is a violation of the United States and International Copyright laws.

For questions pertaining to our intellectual property rights or for permission to reproduce our social media please contact us at 805-961-7507 or pio@cityofgoleta.org.

The City of Goleta has a designated agent authorized to receive notification of alleged copyright and trademark infringement claims in accordance with the Digital Millennium Copyright Act (DMCA). We will promptly respond to notices of alleged infringement that comply with the DMCA, 17 U.S.C. § 512 (c). There are many ways to respond to such claims. We may, for example, temporarily remove or disable access to the material that is the subject of inquiry and until a resolution or determination is reached. We will make a good faith effort to contact the owner or creator of any questioned content so that they may make a counter notification pursuant to sections 17 U.S.C. § 512(g)(2) and (3) of the DMCA.

Some content on our websites or in a social media context may be posted according to the "fair use" doctrine of copyright law for non-commercial news reporting, education and discussion purposes.

If you have a concern regarding the use of protected intellectual property on our websites or social media page, please contact the City at 805-961-7500.

- **DMCA Agent Designation Form**

A notice of claimed infringement delivered to our Designated Agent must include the following (pursuant to 17 USC §512 (c)(3)(A)):

- A physical or electronic signature of a person authorized to act on behalf of the owner of an exclusive right that is allegedly infringed;
- Identification of the copyrighted work claimed to have been infringed, or, if multiple copyrighted works at a single online sites are covered by a single notification, a representative list of such works at that sites;
- Identification of the material that is claimed to be infringing or to be the subject of the infringing activity and that is to be removed or access to which is to be disabled, and information reasonably sufficient to help us locate the material;
- Information reasonably sufficient to permit us to contact the complaining party, such as an address, telephone number, and, if available, an electronic mail address at which the complaining party may be contacted;
- A statement that the complaining party has a good faith belief that use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law;
- A statement that the information in the notification is accurate, and under penalty of perjury, that the complaining party is authorized to act on behalf of the owner of an exclusive right that is allegedly infringed.
- The City of Goleta will comply with the appropriate provisions of the DMCA in the event that a counter notification is received by our Designated Agent.

SOCIAL MEDIA GLOSSARY

+1 button

Like Facebook's "Like" button, this is Google's version

Avatar

An image or icon representing a person while they are online

Backchannel

The use of, among other things, social media to hold real-time and online communications in order to fact-check what is being presented

Bitly

A free URL shortening service

Blog

An online journal

Chat

Internet communication (usually one-to-one through a text-based app)

Comment

A response, answer, or reaction to an online posting

Cover Photo

The image used at the top of a Facebook profile or page

Direct Message

Private conversations on Twitter

DMCA

The Digital Millennium Copyright Act, among other things, declares it illegal and forbids the spreading and publishing of technology, devices, and services intended to circumvent digital rights management measures (in other words, it has anti-circumvention provisions and is intended to stop internet piracy). It also increases penalties for intellectual property right infringement on the internet and provides a process whereby a copyright holder may give notice to an online provider of an alleged copyright infringement.

Doxxing

Searching for and publishing personal and identifiable information in binary code

Engagement

Interacting with other people on social media

Fans

The people who like a Facebook page

Favorite

On Twitter, the small star icon used to show that someone liked your post

Follower

A person who subscribes to your blog or other online presence in order to receive updates

Friends

On Facebook, these are the people who have connected with a page and those you follow

Hashtag

Used in a social media setting to embed a message in a posting or add an explanation to a comment (“#”)

Influencer

A person who is able to use social media to impact an important or significant audience and create or drive awareness of a brand, person, topic, or situation

Like

In some social media settings, a user can click a “Like” button rather than writing a longer comment

Live Streaming

Publishing “live” content over the internet in real-time

Lurker

Someone who is a non-active participant in online postings/content but who reads content

Meme

An image or video (usually meant to be funny) that spreads rapidly through social media

Mention

In Twitter, the use of someone's name with the “@” symbol (e.g, “@username”)

ow.ly

A free URL shortening service

Permalink

A web address or URL that remains unchanged

Private

Social media content that is not available to the public

Recommendation

In LinkedIn, a written note from someone aimed to authenticate or confirm a person's credibility, expertise, and profile

Retweet

On Twitter, resharing someone else's tweet

Thread

A chain of messages or posts that make up an online conversation

Troll

A person who creates posts that are deliberately offensive, provocative, or disruptive and intended to hijack content, deflect information off-track, upset someone or create angry responses

Viral

A posting or piece of content that is so popular that it circulates and is reposted rapidly online

Web 2.0

Next generation websites that facilitate and encourage interactivity and collaboration

Last updated 06/26/18

ATTACHMENT 6:

Community Outreach Project Planning Template

Project Outreach Planning Template

	MONTH				MONTH			
	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 1	WEEK 2	WEEK 3	WEEK 4
Project Kick Off								
List of team members & contact information								
Identify tasks and corresponding point people								
Understand scope of work and initial timelines								
Informational Materials								
Develop project blurb								
Develop logo								
Develop fact sheet/FAQs								
Create project timeline - visual representation								
Create project area - visual representation								
Set up web page								
Set up email/text notification list								
Set up text to subscribe								
Develop response routing mechanism for feedback (survey, calls, emails, etc)								
Develop Channel 19 slide (powerpoint slide with project logo/website)								
Create PowerPoint								
Public Outreach (general)								
Write Monarch Press article								
Write and send email/text notification								
Write and send press release								
Facebook/Twitter/Instagram/Pinterest/YouTube posts								
Write and do Nextdoor								
Add to Homepage slider								
Create and send postcard/flyer								
Insert through Marborg/Goleta Water								
Flyers at front counters, Goleta Library, GVCC								
Distribute to Council								
Distribute to employees								
Distribute to supporting partners/agencies								
Distribute to schools/families								
Distribute to business								
Distribute to residents								
Distribute to homeowner associations								
Distribute to senior groups								
Distribute to facility users								
Distribute to Spanish speaking population								
Special media outreach								
Phone notifications								
Walk affected areas to distribute information								
Public Outreach (event notification)								
Write Monarch Press article								
Write and send email/text notification								

Project Outreach Planning Template

Write and send press release								
Facebook/Twitter/Instagram/Pinterest/YouTube posts								
Write and post to Nextdoor								
Add to Homepage slider								
Create and send postcard/flyer								
Insert through Marborg/Goleta Water								
Flyers at front counters, Goleta Library, GVCC								
Distribute to Council								
Distribute to employees								
Distribute to supporting partners/agencies								
Distribute to schools/families								
Distribute to business								
Distribute to residents								
Distribute to homeowner associations								
Distribute to senior groups								
Distribute to facility users								
Distribute to Spanish speaking population								
Special media outreach								
Phone notifications								
Walk affected areas to distribute information								
Public Outreach (decision-point notification)								
Write Monarch Press article								
Write and send email/text notification								
Write and send press release								
Facebook/Twitter/Instagram/Pinterest/YouTube posts								
Write and post to Nextdoor								
Community Meeting/Workshop								
Nametags for staff								
Sign in sheet								
Printed materials (FAQs, comment cards)								
Pens								
Display materials								
PowerPoint								
Easels								
Laptop/projector/screen								
Banner								
Goodies for kids (silly putty, balloons, erasers, tattoos)								
PIO event kit								
Task assignments								
City								
Consultant								
Joint effort								
Other								