

## Social Media Policy Summary\*

- The City of Indio uses social media to disseminate information about the City to its residents and stakeholders.
- All social media accounts must be approved by the City Manager's Office or designee, and all information to be posted on the account must be approved in accordance with this policy.
- Examples of designee would be a Chief of Police, Director of Economic Development, or Deputy City Manager.
- City employees are only authorized to use social media on behalf of the City if they have been designated as a Social Media Administrator.
- Social media networks must be created and maintained in accordance with the City's Style Guide and with identifiable characteristics of an official City site.
- The City Manager's Office or designee is responsible for maintaining oversight of social media activity and policy compliance.
- City social media sites must be monitored regularly, and prompt corrective action must be taken when an issue arises that places, or has potential to place, the City at risk.
- City social media networks should clearly convey they are maintained by the City of Indio and that they follow the guidelines of this policy.
- Social Media Administrators will monitor content on City social media networks to ensure adherence to both the City's policy and the interest and goals of the City of Indio.
- The City reserves the right to restrict or remove any content posted by the public that is deemed in violation of this policy, the City Social Media Terms of Service or any applicable law.
- Any content removed based on the City's Terms of Service must be retained by the Social Media Administrator pursuant to the City's record retention schedule.

Here are some of the key points of the policy:

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**\*This is a policy summary, for full details regarding the policy see full policy.**