

CITY OF TURLOCK SOCIAL MEDIA POLICY



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Article I. Introduction

Section 1.01 Goal

The City of Turlock's (City) goal for the use of social media is to engage in government speech by providing content to community members about City issues and services, leading to a more responsive government and a higher level of public confidence. The use of social media shall support the objectives of the City and present the City in a positive and professional manner.

Section 1.02 Purpose

The purpose of this policy is to address the quickly growing and changing landscape of the Internet, which also includes the use of social media. Departments within the City of Turlock may wish to engage in government speech and may consider using social media tools to reach a broader audience. The City encourages the use of social media outlets to further the goals of the City and the objectives of its departments, where appropriate. Nothing in this policy is intended to prohibit or infringe upon any communication, however, it is important that all City employees are aware that their actions on social media sites can affect the City's reputation and thus they need to act in a professional manner.

Section 1.03 Applicability

This policy applies to all regular employees, part-time employees, volunteers and interns. This policy pertains to any current or proposed social media sites utilized by City departments. This policy shall not apply to any person using personal social media outside of working hours on personally owned equipment.

Section 1.04 Background

The term "social media" refers to media designed to disseminate content (information, images, audio, and video) through social interaction, created using highly accessible and scalable Web-publishing techniques. Social network sites allow individuals and organizations to construct a profile to create and share content with others. Examples of social media include, but are not limited to: Video-sharing sites, such as YouTube; Blogs; Photo sharing sites, such as Flickr, Instagram, and Snapfish; Podcasting; Social networks, such as Facebook, MySpace, LinkedIn; Micro blogging and short messaging, such as Twitter; Wikis; Content sharing sites, such as Delicious and Digg; and discussion groups, forums, and bulletin boards.

Section 1.05 Definitions

For the purpose of this policy the following terms are defined below:

Aggregating Platform: A third party service that allows users to access, update, and manage multiple social media sites through a single platform or interface. Examples of aggregating platforms include Hootsuite, FriendFeed, Streamy, and Nixle.

Blog: (an abridgment of the term "web log") Website where a blog author can post information on a specific topic to a specific audience. A blog, if commenting is enabled, allows registered members of the public (called blog commenters) to post comments about posts by the blog

author. A blog may contain a variety of content, such as text, images, audio, video, and hyperlinks.

Comment: A response to a post on a City social media site submitted by commenter.

Commenter: City official or member of the public who posts a comment in response to content already posted on a City-related social media site.

Discussion Forums: Online bulletin board that may also be referred to as a discussion group or board, a message board, or an online forum. On a forum, a registered user can post messages on the bulletin board from other registered users.

Employee: Regular employee, part-time employee, intern, or volunteer for the City of Turlock.

Micro blogging: Form of blogging that allows registered users to post short updates (140 characters or less) about themselves and their activities, often utilizing a mobile device. Twitter is an example of micro blogging.

Moderator: An employee designated by their respective department director for maintaining one or more social media sites on behalf of that department. A moderator's responsibilities may include, but are not limited to: adding, editing, and reviewing posts, as well as reviewing, flagging, and possibly removing comments in accordance with established policies.

Personal account/profile: An account or profile that is established by, and for the sole use of, an individual using non-City owned equipment, outside of normal working hours. Personal accounts or profiles are not affiliated with the City in any way and shall not include City contact information anywhere in the account profile.

Post: Content posted on a City social media site as a new posting, not a response.

Social media: Content created by individuals using accessible and scalable technologies through the Internet. Social media websites focus on creating and fostering online social communities for a specific purpose and connect users from varying locations and interest areas. Examples of social media include: Facebook, MySpace, YouTube, Twitter, LinkedIn, blogging, instant messaging, video conferencing, website link sharing, web feeds, etc. Websites and other online means of communication that are used by large groups of people to share information and for social interaction.

Supervisor: A supervisor, manager, department director, or other person in responsible charge over an employee.

Article II. General Provisions

Section 2.01 Overview

Use of social media for official City purposes raises legal issues that are unique to local government and generally do not affect private persons or entities. Therefore, it is important that users carefully follow all provisions of this Policy. The City will determine, at its discretion, how its social media resources will be designed, implemented, and managed. The City reserves the right to change, modify, or amend all or part of this Policy at any time.

Section 2.02 Administration and Oversight

The City Manager shall designate a group of employees to provide oversight for the implementation and management of social media resources for the City. This group shall be responsible for implementing this Policy across the organization in a uniform manner, coordinating any necessary training for moderators or supervisors, reviewing and making recommendations for updates to this Policy, working with department directors to address issues, and serve as a technical resource for questions related to social media.

This Policy shall be reviewed annually and modified as needed to address changes within social media and emerging technology.

Section 2.03 Consistency in Communication

The City's official website at www.cityofturlock.org (or any domain owned by the City) will remain the City's primary means of internet communication. Content posted to the City's social media sites should contain hyperlinks directing users back to the City's official website for in-depth information, forms, documents, or online services necessary to conduct business with the City of Turlock, whenever possible. This concept will be emphasized during training to ensure consistency through each department.

The City will be implementing a branding strategy where titles, descriptions, banners, and key images adhere to certain standards, while still recognizing the difference in services that each department provides. More information will be provided in the site specific standards in this Policy.

Section 2.04 Accountability & Transparency

City social media sites shall clearly state that such sites are maintained by the City and that the sites comply with the City's Social Media Policy. This Policy shall be displayed to users or made available by hyperlink.

(a) Brown Act

City social media sites shall be managed consistent with the Brown Act. Members of the City Council, Commissions, and/or Boards are encouraged to refrain from "like", "share", "re-tweet" activities or otherwise participating in any published postings, or use the site, or any form of electronic communication, to respond to, blog, or otherwise discuss, deliberate, or express

opinions on any issue within the subject matter jurisdiction of the body, so as to avoid the appearance or possibility of engaging in a serial meeting or other Brown Act violation.

(b) California Public Records Act (CPRA)

City social media sites are subject to the California Public Records Act. Any content maintained on a City social media site that is related to City business, including a list of subscribers, posted communication, and communication submitted for posting, may be considered a public record and subject to public disclosure. All City social media sites shall clearly indicate that any content posted or submitted for posting is subject to public disclosure. Records retention processes may vary based on the social media site. See the social media standard for the specific site in question for more information.

(c) Employee Responsibility

Only employees authorized by the City Manager, or his designee, are authorized to post content on a City social media site on behalf of the City. Employees may only post content that is in accordance with department procedures and City policy. Any employee authorized to post items on any of the City's social media sites shall not express his or her own personal views or concerns through such postings. Instead, these postings shall only reflect the views of the City. Employees must not misrepresent their identity and their role within the City of Turlock.

Each employee is responsible for the content that they place on a City social media site or send over the City's technical resources. Employees must conduct themselves at all times as a representative of the City and in accordance with all Human Resources policies. Employees may access only the files, sites, or programs for which they have received permission to use.

Employees who engage in prohibited use of social media, as defined by this Policy, shall be subject to disciplinary action as also defined in this Policy.

Each employee is responsible for notifying their supervisor if they observe violations of this Policy.

(d) Supervisor Responsibility

Supervisors shall be responsible to periodically monitor the social media sites in use by their department and take any actions required in this oversight role. Supervisors shall provide oversight to their employees to ensure proper training and implementation of policy provisions has taken place. Any disciplinary action shall be taken in accordance with established City policies or applicable Memorandum of Understanding ("MOU").

Section 2.05 Authorized Social Media Sites

There are dozens of social media sites publically available and each one differs in how it is set up, how the data is organized and secured, what information it presents, and how it communicates with members of the public. To ensure consistency across the organization, as well as to ensure that proper site-specific standards are developed, only social media sites specifically authorized by the City Manager, his designee for social media oversight, or this Policy shall be used.

Currently the City has authorized the use of **Facebook** and **Twitter**, along with the use of the **Nixle** aggregating service for public safety components.

Each authorized social media site shall also have a section within this Policy that addresses site-specific standards and processes. These standards allow for greater detail in further clarifying this Policy as it relates to that specific site, using site-specific terminology for clarity.

Section 2.06 Security

All City social media sites shall utilize authorized City contact information for account set-up. While each social media site will vary in their security and permission settings, it is the intent of the City to establish accounts in a manner that is as secure as possible to reduce the risk of unauthorized access. Standard security settings pertaining to a particular social media provider will be outlined in the standard established for that provider, as included elsewhere in this Policy.

Section 2.07 Training

All City social media moderators and their supervisors shall be trained regarding the terms of this Policy, including the applicable provisions of federal and state laws and their responsibilities to review content submitted for posting to ensure compliance with the Policy.

Section 2.08 Privacy

It is the intent of the City to use social media to provide content that is publically accessible, while at the same time protecting the individual privacy of the moderator responsible for maintaining the site. Moderators and other authorized users, such as supervisors, shall follow the standards established for that particular site, and included in this Policy, to ensure that personal privacy is maintained at all times.

Moderators shall not “tag” or link posted content to another non-City page or person, nor shall moderators allow, to the extent allowed by the social media site, other users to “tag” or link to content posted on a City page. Users that wish to “tag” or link to City provided content should download, share, or otherwise republish the content on their own page or profile first, at which point they can “tag” or link to the content on their own page or profile. See the site specific standards for more information.

All information posted to social media sites on the City’s behalf must:

1. Present the City in a positive light and a professional manner.
2. Contain information that is freely available to the public and not be confidential as defined by any federal law, state law, or City policy.
3. Not contain any personal information, except the name and contact information of employees whose job duties include being available for contact by the public.

Section 2.09 Prohibited Use

(a) Posting and Commenting

The City may allow members of the public to respond and engage with each social media page, profile, and account set up by the City, but reserves the right to restrict or remove any content, including content that is deemed in violation of this policy or any applicable law, including, but not limited to the items listed below. The City's social media moderators have the responsibility to review all comments posted in a timely manner. Any posting or comment which violates this provision may be subject to removal:

1. Content that does not pertain to City business.
2. Content that violates any federal, state, or local law.
3. Comments that are off-topic and are unrelated to the particular site being commented upon.
4. Comments in support of, or in opposition to any political campaigns or ballot measures.
5. Solicitations of commerce, including but not limited to advertising of any business or product for sale.
6. Profane language or content or links to such language or content.
7. Content that promotes, fosters, or perpetuates discrimination on the basis of race, color, ancestry, religion or creed, sex, national origin, marital status, age, physical or mental disability or perceived disability, medical condition, pregnancy-related condition, sexual orientation, gender identity, gender expression, or political affiliation or belief.
8. Sexual content or links to sexual content.
9. Conducting or encouragement of illegal activity.
10. Content that violates any legal ownership interest.
11. Threats to persons or organizations.
12. Information that may tend to compromise the safety or security of the public or public systems.
13. Content made pursuant to an official duty that tends to compromise or damage the mission, function, reputation or professionalism of the City of Turlock or its employees.

(b) Employee Activities

The following actions by employees are prohibited during working hours:

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1. Using social media sites to conduct personal or non-City business.
2. Browsing social media sites for non-City business matters.
3. Reading electronic alerts regarding personal social media account activity or using City of Turlock e-mail to correspond with personal social media contacts.
4. Updating information, uploading photos or otherwise engaging with personal social media accounts for non-City purposes, whether it is on City provided equipment or personal equipment.
5. Do not post any pictures or comments involving the organization or other City of Turlock employees that could be construed as inappropriate.
6. Uploading video files to post to a social media site. This is not allowed due to bandwidth restrictions.

The following actions by employees are prohibited after working hours:

1. Posting, editing, or managing content on a City social media site, on behalf of the City, without approval from a supervisor.

(c) Aggregating Platforms

The use of aggregating platforms provide unique data transmission, interface, and security challenges that need to be specifically addressed. As such, they shall not be authorized unless approved by the City Manager, his designee for social media oversight, or the respective department director.

Section 2.10 Removal Procedures

When posted content violates this Policy the moderator shall remove the content and log their actions in an Excel workbook, which will serve as a tracking sheet. Each department shall maintain a tracking sheet for this purpose in a common location on the computer network that is accessible to each moderator.

Each new entry to this tracking sheet shall contain the:

1. Date the posting/comment was originally made,
2. Date the posting/comment was removed,
3. Actual text of the comment, or in the case of an image or link, a brief description of the image or link, and
4. Section of this Policy for which the posting violated [i.e. Section 2.09(a)(1)]. It may be helpful to include a list of these types of prohibited items within the spreadsheet for easy reference.

When a member of the public comments on an existing post and the comment asks a question, moderators shall be responsive to those comments by responding in a timely manner.

Moderators should respond with a subsequent comment, allowing the response to be publically seen as well, unless an alternate response is requested or required.

Not every comment will require a response. Moderators should exercise discretion by responding with information that addresses concerns and informs citizens, but avoids prolonged back-and-forth exchanges or only serves to inflame emotions or provoke responses.

Section 2.11 Enforcement

Violations of this Policy may result in the removal of an individual's access to a social media site or the suspension or removal of the City pages from the social media outlets at any time without prior notice. Employees who violate this policy may be subject to disciplinary or legal action, up to and including termination of employment and/or criminal or civil penalties or other legal action.

A Human Resources investigation will determine policy violations and will work with supervisors if disciplinary action is necessary.

Section 2.12 Site Advertising, Banners, Static Content

City social media sites may contain content, including but not limited to, advertisements or hyperlinks over which the City has no control. The City does not endorse any hyperlink or advertisement placed on City social media sites by the social media site's owners, vendors, or partners. It is the intent of the City to hide or remove, to the extent possible, all such content that was not specifically authorized for posting by the City.

Section 2.13 Authorized Use of Content

The City must either own the copyright, or have a valid license (written permission), to use content, including images, videos, audio, etc., posted to its social media sites, unless the content has been defined as "public domain" and available for free use by any person or organization. Information obtained from another source shall be properly cited and referenced.

Images posted by staff on social media may not include photographs or images of anyone who can be identified, other than the employee posting, without first obtaining the appropriate legal releases.

Section 2.14 Additional Provisions

This Policy is intended to complement and support existing local, state, and federal laws pertaining to the use of social media. In the event of a conflict, this Policy shall prevail, unless otherwise specified by law.

Departments shall not have more than one social media account with a particular social media provider at any given time.

The use of social media sites shall be in accordance with this Policy, the City's Computer System Protocols Policy, as well as all other policies of the City pertaining to the use of computers, electronic communications, and contributing to a respectful workplace.

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The use of social media sites shall be operated in accordance with all applicable county, state, and federal rules, regulations, and policies, which will include, but are not limited to: the California Public Records Act (CPRA), Freedom of Information Act (FOIA), Privacy Act, and First Amendment to the U.S. Constitution.

Employees shall comply with the Terms of Service and usage rules of the respective social media site when establishing and maintaining a page, profile, or account.

Article III. Employee Guidance for Participating in Social Media Activities

Employees who choose to participate in social media as a City employee should adhere to the following guidelines:

1. City policies, rules, regulations, and standards of conduct apply to employees who engage in social media activities while conducting City business. Use of a City e-mail address or communicating in your official capacity will constitute conducting City business.
2. Employees shall notify their supervisor if they intend to create a social media site or service to conduct City business.
3. Departments have the option of allowing employees to participate in existing social media sites as a part of their job duties. Department Directors may allow or disallow employee participation in any social media activity in their respective departments.
4. Protect your privacy: the privacy of citizens and the information the City holds. Follow all privacy protection laws, such as HIPAA and the Privacy Act, and protect sensitive and confidential City information.
5. Follow all copyright laws, public record laws, retention laws, fair use and financial disclosure laws and any other laws that might apply to the City or your functional area.
6. Do not cite vendors, suppliers, clients, citizens, co-workers or other stakeholders without their approval unless this information is subject to public disclosure and supports the message being communicated.
7. Do not use slurs, profanity, or personal insults. Avoid comments or topics that may be considered objectionable or inflammatory.
8. Correct your mistakes, but do not alter previous posts without indicating that you have done so. Frame any comments or opposing views in a positive manner.
9. Add value to the City through your interaction. Provide worthwhile information and perspective.
10. The tone of social media content is often informal; however, City personnel shall use proper grammar and spelling at all times.

Article IV. Site Specific Standards - Facebook

City departments desiring to have a Facebook presence shall create, manage, and access a Facebook account as further described in this section. This section is intended to support and expand upon the general policy provisions previously stated.

Section 4.01 Creating an Account

With the approval of the respective department director an employee authorized to establish a departmental Facebook account shall create a government “page” as further described in this section. Departments shall not create groups, personal profiles, or any other type of account, as these types are not consistent with the goals of the City and violate Facebook’s Terms of Service.

A department shall establish the page with a single email address and password. This login information would be shared with the other users authorized to access and update the page. This page will not be associated with any other personal profiles for adding or managing content. Anyone with the password can add or edit content as well as change the password at any time. This page shall be established using authorized City contact information only.

Section 4.02 Standard Design

Each City page shall have standardized design elements which allows the City to promote a consistent message and reinforces branding across all social media sites.

(a) Username

User names, which also function as shortcuts to the page, should be descriptive of the department and kept relatively short. Ideally, usernames will start with “turlock” and extend with other information. For example, “turlockpolice” or “turlockdsd”. Usernames established prior to the adoption of this policy do not need to change.

Once a username is established, Facebook does not allow it to be changed. Any misspellings or accidental key presses are permanent. Be sure to double check each character typed before submitting it.

(b) Page Title

Page names shall be descriptive and representative of the department and be made in the following format: **City of Turlock – Full department name**. For example, “City of Turlock – Development Services Department”. A department abbreviation may be included at the end of the page title, as appropriate. For example, “City of Turlock – Development Services Department (DSD)”.

(c) Cover Photo

The cover photo, which measures 851 pixels wide by 315 pixels tall and is located at the top of the page, shall be an image that has been approved for use by the City and shall be the same cover photo on all City Facebook pages, with one exception. When a department director

specifically approves an alternate cover photo that they feel better communicates the mission, goals, and function of that particular department, that cover photo may be used instead.

When creating an image for the cover photo, keep in mind that approximately 170 vertical pixels will be hidden from view upon posting. For more information, visit <http://www.facebook.com/coverphotosize>.

(d) Profile Photo

The profile photo, which measures 160 pixels wide by 160 pixels tall and is located beneath the cover photo near the upper-left portion of the page, shall be an image that is approved by the respective department director. The image should be a logo or image that simply and clearly identifies the department and will vary from other City departments.

When creating an image for the profile photo, keep in mind that the original image should be at least 180 pixels wide by 180 pixels tall, even though the image shown will be slightly smaller.

(e) About Us

In the About section, located directly underneath the profile picture, each department shall list (1) a brief one or two sentence mission statement, (2) a hyperlink to that department's City website, and (3) a link to either the portion of the Social Media Policy that addresses prohibited content, or the entire Policy. Nothing in this section precludes the addition of any additional information, as long as it does not serve to hide the previously mentioned content.

Section 4.03 Page Settings

Prior to the launch (or "publish") of a new page the page settings shall be modified so that the following settings are in place:

1. The department's "Basic Information" shall be updated on the settings page bearing the same name.
2. The ability to post to the department's timelines should be restricted so that only authorized City users will be able to perform this function.
3. The box for "Recent Posts by Others" is hidden from view.
4. The default visibility of posts made by others is set to "Hidden".
5. People are not able to tag photos posted by moderators.
6. The "Message" button is enabled, allowing citizens to private message the page.
7. The Moderation Blocklist shall, by default, be empty.
8. The Profanity Blocklist shall be set to "Strong".

Section 4.04 Privacy

Each page shall not have “featured owners” or in any way describe or link to the individual profiles associated with the page, if applicable. References to moderators through posts or comments shall not be made.

Section 4.05 Posting Content

Moderators should access their respective pages directly to post updates. An easy way to accomplish this would be to add a bookmark within Internet Explorer. Once a post has been submitted, it will appear on the page immediately, unless the post was scheduled to appear at a later time by adjusting the settings beneath the post.

In addition to posting information in the standard manner (i.e. visiting the page itself), it is also possible to post to the site using a specially generated email address. This can be found in the general settings area under “Mobile”. Emails sent to this address from any user will be immediately posted on the page, as long as the message is contained within the “Subject” line of the email and the main body is left blank. If using this method the employee should ensure that any default email signature is not sent, as this may negatively affect the post.

This alternate method of posting shall not be used by moderators without the approval of their department director.

Section 4.06 Moderating Content

Moderators shall regularly monitor their respective page(s) for posts and comments to ensure that the site is updated regularly and that prohibited content is promptly removed. Content requiring removal shall be made in accordance with Section 2.10.

Section 4.07 Linking to Twitter

Facebook allows users to link their page to a Twitter account, which then allows users to make a single post on Facebook and have the same post automatically appear on their Twitter feed. To initiate this process, be sure to have both a Facebook page and Twitter account created, then visit <http://www.facebook.com/twitter> to start the process.

All moderators should be notified once this link has been implemented. This link shall only be established with the approval of the respective department director. Only links to other authorized City pages shall be allowed.

If using this linking option, moderators shall familiarize themselves with the standards for both Facebook and Twitter, as listed in this Policy, and monitor both Facebook and Twitter accounts for activity, as interactions from the public can occur on either one. Moderators should familiarize themselves with Twitter’s functionality, such as “mentioning” and “hashtags”, thereby allowing posted content to have more value by taking advantage of Twitter specific features. The use of these features is optional and used at the discretion of the moderator.

Section 4.08 Additional Provisions

Each City page shall add to their “page favorites” every other City page, if applicable.

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Article V. Twitter

City departments desiring to have a Twitter presence shall create, manage, and access a Twitter account as further described in this section. This section is intended to support and expand upon the general policy provisions previously stated.

All tweets shall be relevant, timely, and informative.

Section 5.01 Definitions

Direct Message – Private Tweet (message) between one user to another.

Follow – An action that one user takes on another user’s Twitter account that allows them to receive Tweets from another user on their “Timeline.” It is essentially signing up to receive updates from that other user.

Handle – A user’s Twitter account, which is their username preceded by an “@” symbol.

Hashtag – The “#” symbol is used to mark keywords or topics in a Tweet by placing the symbol in front of a word or phrase (i.e. #Turlock). Once posted, it becomes a hyperlink and other users can click on it to view a list of other Tweets from people who have also used the hashtag for that term. It is commonly used for major events where a common term is used.

Mention – To cite another user within your own Tweet by listing their username (i.e. @theirname) anywhere in the Tweet. Once posted, this will be displayed as a hyperlink to the other user’s profile page. The Tweet will also be displayed on the other user’s profile under the Mentions tab.

Retweet – Sharing or re-posting another user’s Tweet. A re-tweet will look like a normal Tweet send out by the original user, but is distinguished by a retweet icon and the name of the user that shared the information.

Timeline – An area that displays a user’s Twitter, containing their own Tweets, as well as the tweets of others that they choose to “follow” for updates.

Tweet – A posted message consisting of 140 characters or less. A Tweet will be posted on the profile of the person/page that created it, as well as displayed on the Timeline of those that follow the Twitter user. A Tweet may also include a photo or hyperlink to another page.

Username – The account name that identifies the Twitter user. Each username is preceded by the “@” symbol to create their Twitter “handle.”

Section 5.02 Creating an Account

With the approval of the respective department director an employee authorized to establish a departmental Twitter account shall establish this account with their full name, a department or division email address accessible by more than one employee (i.e. recreation@turlock.ca.us), and a password. A personal, City email address shall not be used unless a department or division email address is unavailable or the personal, City email address is approved by the department director.

Using a department or division email address allows multiple users to receive important notifications, especially if the designated moderator is unavailable for extended periods of time. In addition, it makes it easier to reset the password on the account if and when that action is needed. If a department would like to establish a department or division email address they should contact the I.T. department.

Section 5.03 Standard Design

Each City page shall have standard design elements which allows the City to promote a consistent message and reinforces branding across all social media sites.

(a) Twitter Handles / Usernames

Usernames, which also function as shortcuts to the page, should be descriptive of the department and kept relatively short. Usernames will start with "Turlock" and extend with other information. For example, "TurlockPolice" or "TurlockDSD" is acceptable. In cases where the preferred username is too many characters long the username shall begin with "COT" instead. Usernames are case sensitive and will be displayed how they are entered, so be sure to use Title Case when checking availability.

Usernames established prior to the adoption of this Policy do not need to change.

(b) Name

Twitter will ask for a name on the account, which will be displayed at the top of the page when visited by members of the public. This name must be no more than 20 characters in length, including spaces, and be descriptive of the department. Each name shall include the word "Turlock" or "COT". The remaining letters, and their order, shall be determined by the moderator based on availability.

(c) Header

A header photo, which will be displayed at the top of the page, shall be added to each page. This photo shall be approved for use by the City and shall be the same photo used on all City Twitter pages. The only exception to this is when a department director specifically approves an alternate header photo that they feel better communicates the mission, goals, and function of that particular department, in which case that alternate header photo may be used.

(d) Photo

A square-shaped profile photo, no more than 700k is size, and approved by the department director, shall be uploaded. The image shall clearly identify the department and assist in differentiating between other City departments if multiple City-managed Twitter accounts exist.

(e) Bio and Contact Information

The bio message should contain a brief message describing the department and must be kept within the maximum character count of 160 characters.

Contact information should be added in the required fields using official City contact information.

(f) Background Design

The background design shall be the standard blue, multi-layered clouds design.

Section 5.04 Page Settings

The page settings of each page should reflect the following:

1. Location information should not be added to each tweet
2. Sensitive content should not be displayed, so options to display this type of content should not be enabled.
3. The “Protect my Tweets” feature shall not be enabled, as this allows for future tweets to only be seen by some users. It is the intent of the City for all tweets to be viewable to the general public.
4. Any options to tailor third-party tweets based on personalization should not be enabled.
5. Personal information shall not be required to initiate a password reset. This allows a password reset to be initiated using the Twitter handle only (i.e. @yourname).

Section 5.05 Records Retention

Electronic records shall not be deleted, unless they violate provisions of this Policy. Any record available online, to include public tweets as well as Direct Messages that are not visible to the public, at the time a public records request is received is subject to disclosure. Moderators will not be required to take additional actions in terms of downloading, copying, or archiving content on a regular basis to meet records retention standards.

Section 5.06 Privacy

Individual employee privacy shall be maintained at all times. Moderators shall not reference specific employees by name or their handle (i.e. @theirname) when tweeting. Moderators shall not disclose any sensitive or confidential information, in accordance with the general provisions of this Policy.

Section 5.07 Posting Content

Moderators should access their respective accounts directly to post updates, unless the updates are being made through a link established with Facebook. Tweeting, replying, or re-tweeting via email, SMS, aggregating platform, or other third-party services is not allowed, unless authorized by the department director.

Moderators should make efforts to keep tweets under 140 characters to avoid the tweet from truncating. Tweets over this threshold are posted, but are truncated with a hyperlink for users who want to view the entire tweet.

(a) Mentioning Users

Moderators may mention other users in their tweets by listing their handle, but this should be limited only to other Twitter accounts managed by the City or another local, state, or federal

agency, and only when the mention supports the message trying to be conveyed. Moderators should not mention private individuals or organizations in tweets.

(b) Retweets

Moderators should not retweet other tweets. Exceptions to this provision would be to share information during an emergency situation or when it is important to share the information and maintain the link to the original user for follow up. When retweets are used, they should be limited to other local, state, or federal agency (government) accounts.

(c) Hashtags

Moderators may use hashtags to identify key topics or activities included in the Tweet. This may be especially useful when posting on a topic of local or regional concern, as it makes it easier for members of the public to find the City's tweet when browsing other, similar content. The use of hashtags is not required.

Section 5.08 Moderating Content

Moderators shall regularly monitor their accounts for tweets, replies, and mentions to ensure that the site is updated regularly and that prohibited content is promptly removed. Content requiring removal shall be made in accordance with Section 2.10.

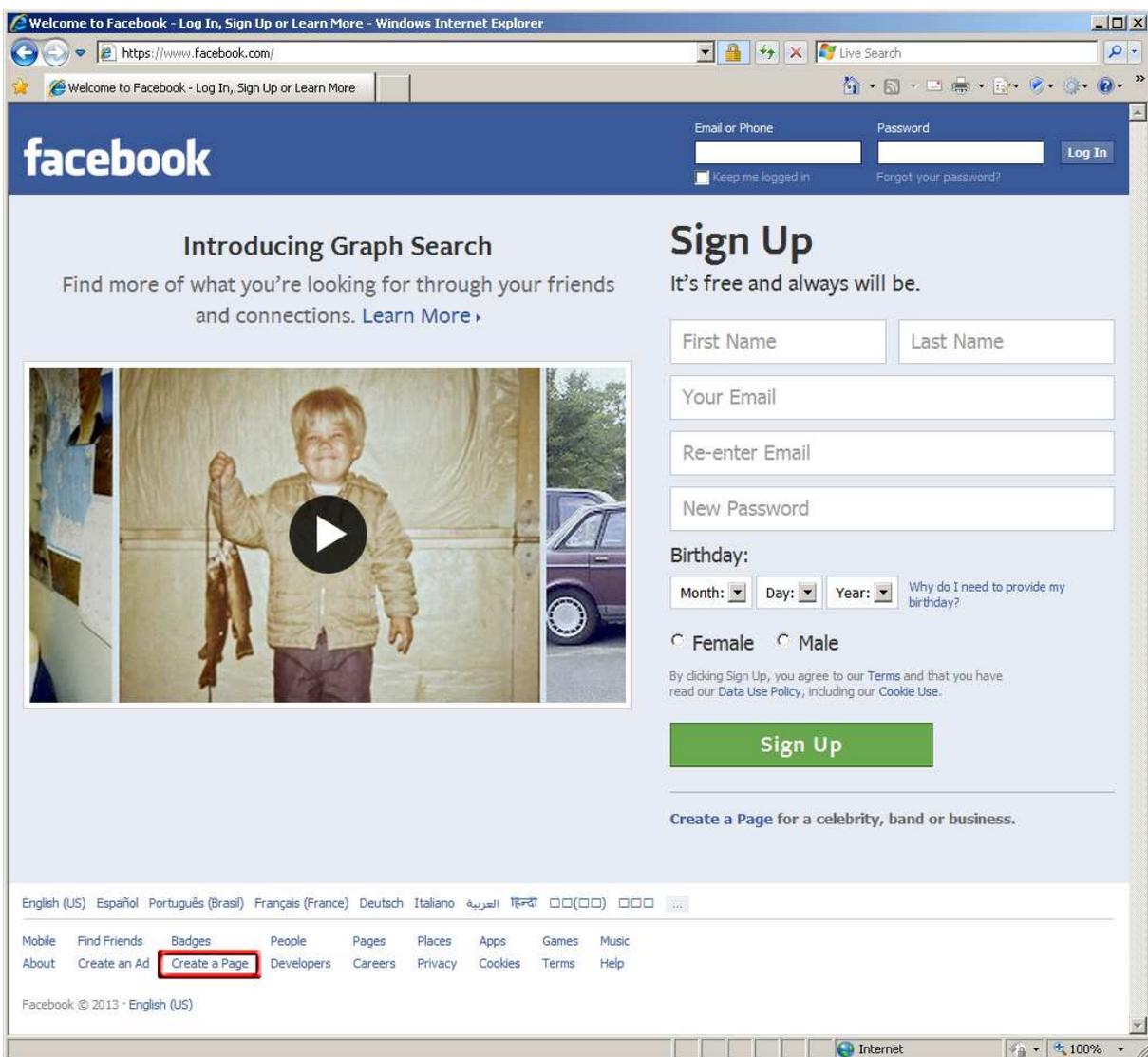
Article VI. Nixle

As an authorized social media aggregating platform and public safety tool, specific procedures for the use of Nixle shall be developed and managed by the Turlock Police or Fire Departments.

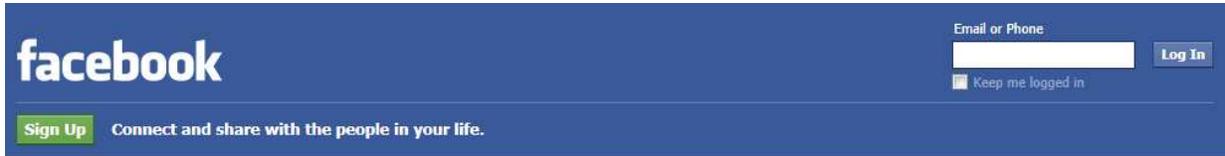
Article VII. Step-by-step Account Creation Procedures

Section 7.01 Facebook Page Creation Guidelines

1. Permission to access the Facebook website must be obtained prior to proceeding. If a suitable department email address does not exist, obtain the City email which will be used to administer the page and request access to facebook.com by submitting an IT Request.
2. Once an email address has been established and access has been granted, navigate to <http://www.facebook.com>. Click on “Create a Page” at the bottom of the main page.

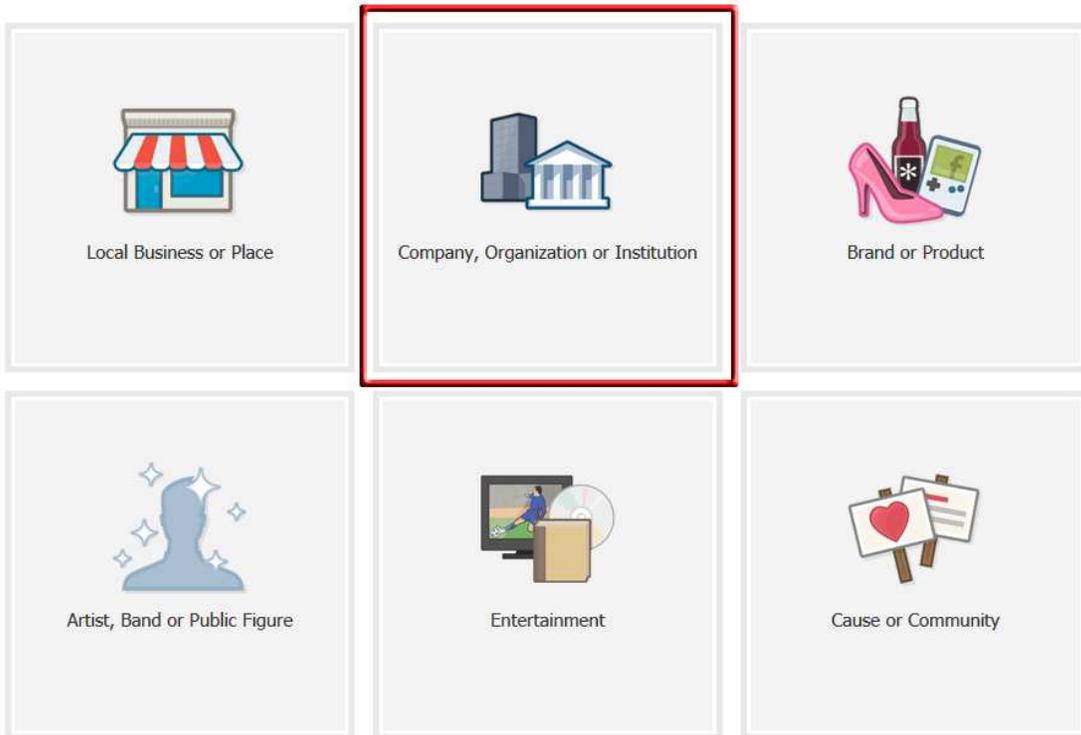


3. Select Company, Organization or Institution.



 **Create a Page**

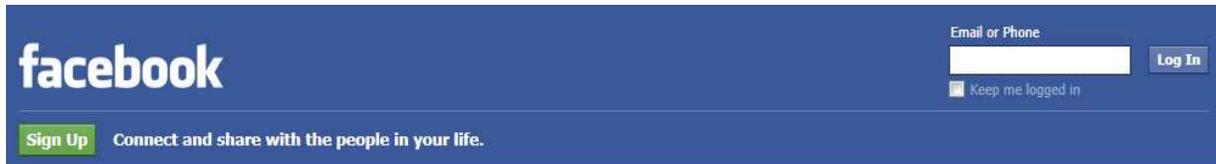
Create a Facebook Page to build a closer relationship with your audience and customers.



4. Select Government Organization as the category.

Type the standard name for the organization page title. The page title must begin with “City of Turlock –,” for example, “City of Turlock – Parks, Recreation, and Facilities” or “City of Turlock – Information Technology Division”

Click “Get Started”



 **Create a Page**

Create a Facebook Page to build a closer relationship with your audience and customers.

The image is a flowchart titled "Create a Page" showing the steps to create a Facebook page. It consists of six boxes arranged in a 2x3 grid. The top-middle box is highlighted and contains a form for creating a "Company, Organization or Institution" page. The form includes a dropdown menu set to "Government Organization", a text input field containing "City of Turlock - Parks, Recreation and Facilities", a checked checkbox for "I agree to Facebook Pages Terms", and a "Get Started" button. The other boxes contain icons and labels for different page categories: "Local Business or Place" (store icon), "Brand or Product" (high heels, bottle, and tablet icon), "Artist, Band or Public Figure" (person silhouette with stars), "Entertainment" (TV screen and CD/DVD icon), and "Cause or Community" (heart and document icon).

5. If a Facebook account has not been set up for administering the page, one must be created. Otherwise select “I already have a Facebook account” if your department has a City email and has other pages currently being administered.

For departments getting started on Facebook, create an account by entering the division/department email and create a password that will be used to log into Facebook. Also enter a Date of Birth and record it in the event it should be needed to recover a forgotten password.



Create a Facebook Account

I already have a Facebook account **OR**

Email:

New Password: [?]

Date of Birth: Month: Day: Year:
Please enter your own date of birth. Why is this required?

Security Check:
Enter both words below, separated by a space.
Can't read the words below? Try different words or an audio captcha.

means upowshi

Text in the box:

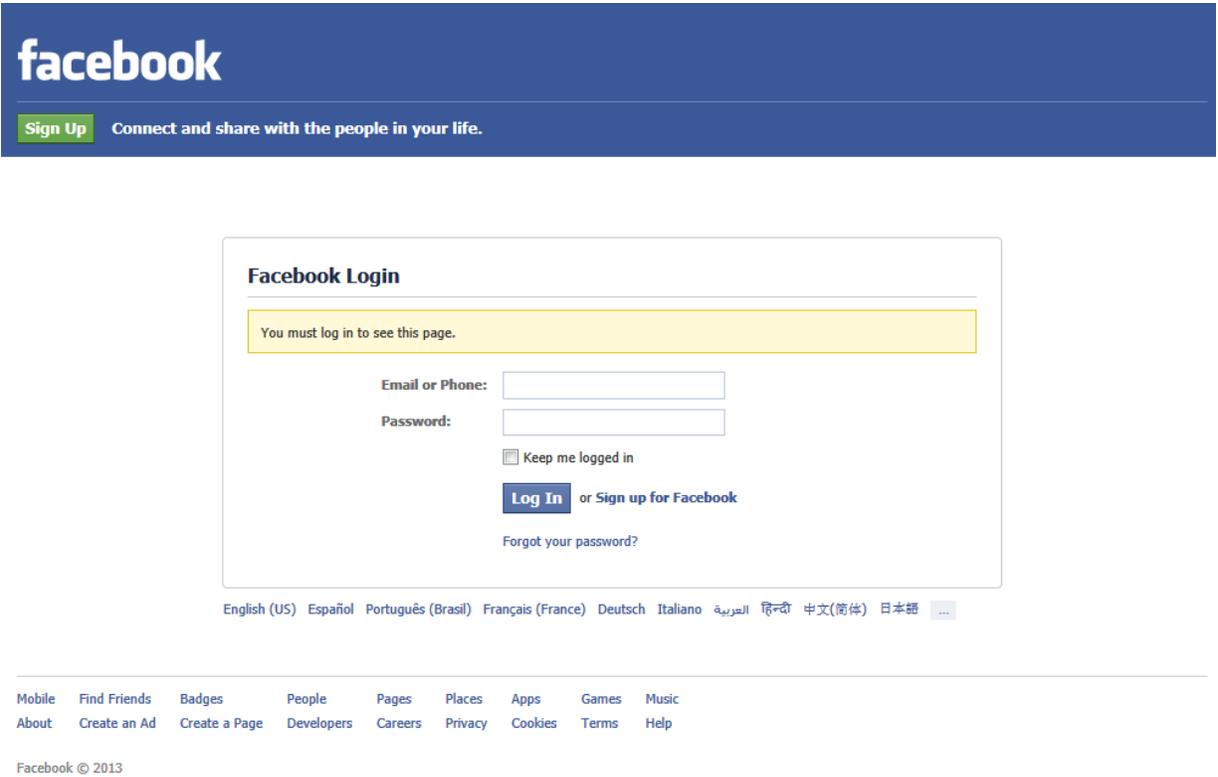
What's this?

I have read and agree to the Terms of Use and Privacy Policy

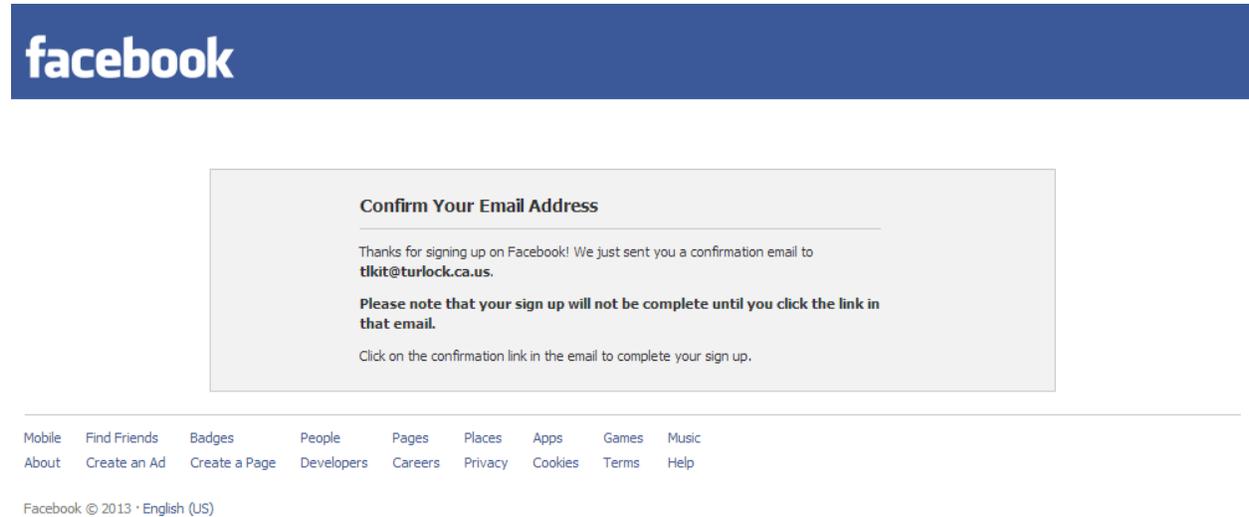
Sign Up Now!

Problems signing up? Check out our help pages

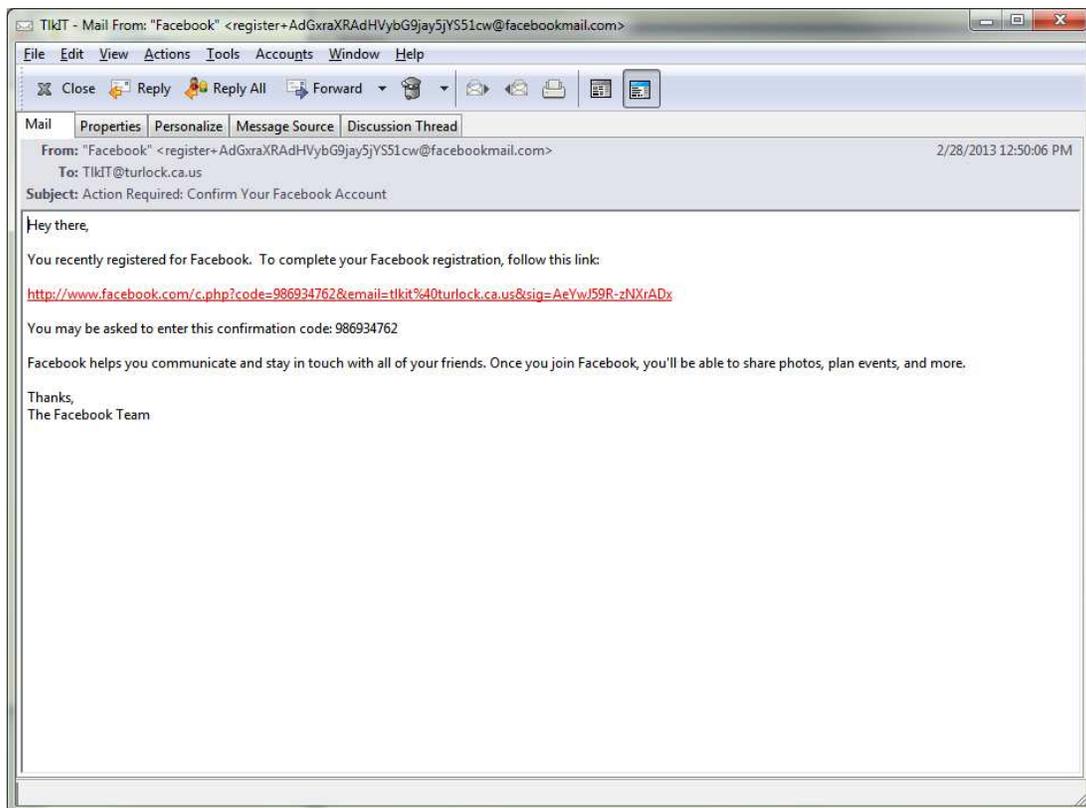
6. If “I already have a Facebook account” was selected, a login is now required.



7. If you created a new Facebook account, you will be asked to confirm your email address.



8. Click the link in the email to complete the registration.



9. You may include the Profile Picture for your department by clicking “Upload From Computer” and selecting the file from its saved location. A department logo is acceptable here. You may also use the City logo found in the [P:\Social Media](#) folder.



10. Provide the description and link to the department's page on the City's website. This information is used for page ranking in searches and will not appear on the page.

The screenshot shows the Facebook 'Set Up' interface for a page titled 'City of Turlock - Information Technology Division'. The progress bar indicates that step 2, 'About', is the current step. A tip suggests adding a description and website to improve search ranking. A text box contains the following description: 'This division manages a full range of information technology and related services for all City departments including Public Safety. These services include e-mail, Internet/Intranet, Geographic Information System (GIS), central data center operations, voice and data network management, support for mobile data units, data'. Below the text box is a field for a website link with the placeholder 'For example: your website, Twitter page or Yelp link' and an 'Add Another Site' button. A question asks 'Will this Page represent a real organization, school or government?' with 'Yes' selected. At the bottom right are 'Save Info' and 'Skip' buttons. The footer includes navigation links like 'About', 'Create an Ad', 'Create a Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'Terms', 'Help' and the copyright notice 'Facebook © 2013 · English (US)'.

11. You may have to click skip on the Facebook Web Address if it does not allow the one provided. Users will still be able to access the page.

The screenshot shows the Facebook 'Set Up' interface for the same page, now at step 3, 'Facebook Web Address'. A red error message states 'This user is not eligible to claim a username.' Below this, instructions read: 'Choose a unique Facebook web address to make it easier for people to find your Page. We've made a suggestion below, but you can also choose your own. Once this is set, it can't be changed.' A text field shows the suggested address: 'http://www.facebook.com/CityOfTurlockInformationT'. At the bottom right are 'Set Address' and 'Skip' buttons. The footer is identical to the previous screenshot.

12. The City will not be funding advertising for the Facebook pages. Click “Skip.”

The screenshot shows the Facebook setup interface for a page titled "City of Turlock - Information Technology Division". At the top, the Facebook logo is on the left, and "Settings" and "Logout" are on the right. Below the header is a progress bar with four steps: "1 Profile Picture", "2 About", "3 Facebook Web Address", and "4 Enable Ads". The "4 Enable Ads" step is currently active. The main content area contains the text: "Advertising your Page is one of the best ways to grow your audience and be successful on Facebook. Add a funding source to enable advertising." To the right of this text is an illustration of a storefront with a red and white striped awning. At the bottom right of the main content area are two buttons: "Enable Ads" and "Skip". Below the main content area is a footer with links: "About", "Create an Ad", "Create a Page", "Developers", "Careers", "Privacy", "Cookies", "Terms", and "Help". At the very bottom left, it says "Facebook © 2013 · English (US)".

- When the initial setup is complete, you will be presented with the page's timeline. By default, the Admin Panel is active and shows notifications and recent activity. Since this is a new page, you will find this section to be empty. You may click "Hide" to hide the Admin Panel until later.

The screenshot displays the Facebook Admin Panel for the 'City of Turlock - Information Technology Division' page. The top navigation bar includes 'facebook', 'Settings', and 'Logout'. The Admin Panel is divided into several sections:

- Notifications:** Shows 'You have no new notifications' with a 'Share something on your Page' button.
- Messages:** Shows 'No new messages' with instructions on how to manage message notifications.
- New Likes:** Shows 'No new likes'.
- Insights:** Shows 'You need 30 more likes on your Page to get access to insights about your activity.' with '0 likes'.
- Page Tips:** Features a 'Build Your Audience' tip with a megaphone icon and an 'Invite Email Contacts' button.

Below the Admin Panel, the page header includes the City of Turlock logo and the page name 'City of Turlock - Information Technology Division'. The 'About' section is visible, along with a 'Photos' section. The main content area shows a 'Joined Facebook' notification from 18 minutes ago. On the right side, there is an advertisement for the page and a 'Promote Your Page' button.

City of Turlock Social Media Policy

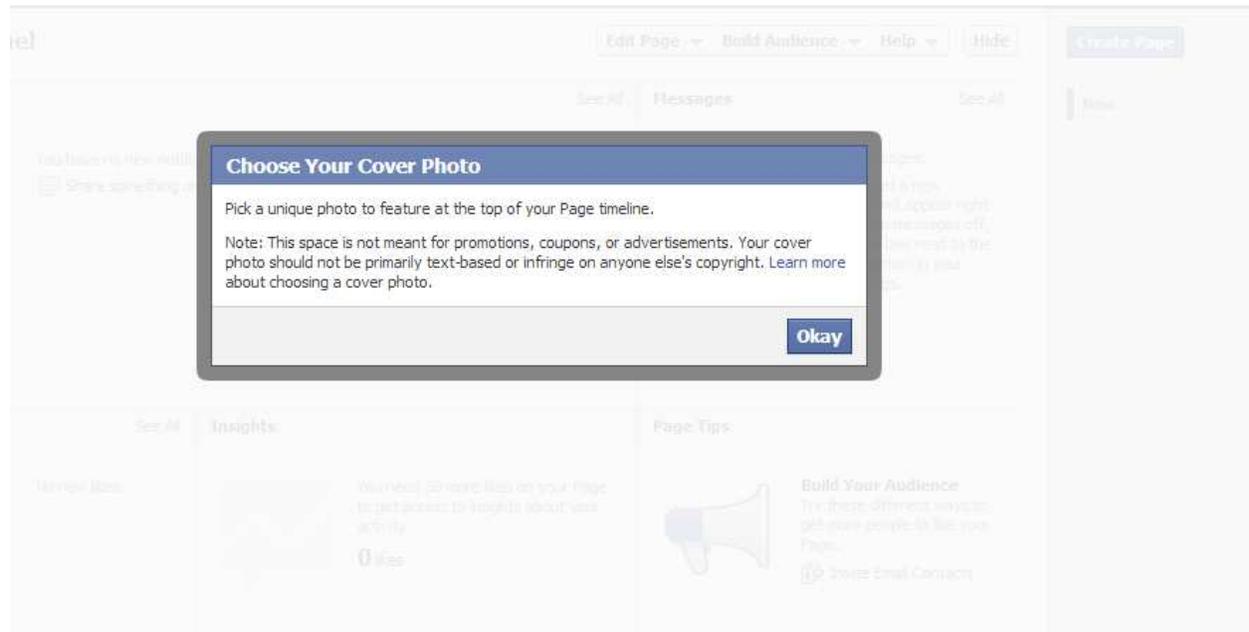
- 14. A common cover photo has been established for all departments. Click “Add a Cover” to insert the approved cover photo located at [P:\Social Media\](#).

The screenshot displays the Facebook Admin Panel for the "City of Turlock - Information Technology Division" page. At the top, the "Admin Panel" header includes navigation options: "Edit Page", "Build Audience", "Help", and "Hide". The main content area is divided into several sections:

- Notifications:** Shows "You have no new notifications" with a "Share something on your Page" button.
- Messages:** Shows "No new messages" and provides instructions on how messages appear and how to manage them in settings.
- New Likes:** Shows "No new likes".
- Insights:** Shows "You need 30 more likes on your Page to get access to insights about your activity" and "0 likes".
- Page Tips:** Features a "Build Your Audience" tip with a megaphone icon and a link to "Invite Email Contacts".

Below the Admin Panel, the page header includes the City of Turlock logo and the page name "City of Turlock - Information Technology Division". A prominent "Add a Cover" button is visible, with a tooltip that reads "Choose a unique cover photo to express what your Page is about." Below the header, there are sections for "About" and "Photos". The main content area features a "Write something..." text box with options for "Status", "Photo / Video", and "Event, Milestone +". A "Highlights" dropdown menu is positioned above the text box. The "Activity Recent" section shows a post from "City of Turlock - Information Technology Division" stating "City of Turlock - Information Technology Division joined Facebook." At the bottom, a "Joined Facebook" notification is displayed, dated "18 minutes ago". On the right side, there is an advertisement for the page and a "Promote Your Page" button.

15. Acknowledge the message about what type of photo to choose.



City of Turlock Social Media Policy

16. Click "Upload Photo..." and select the standard cover photo. There is a copy of the cover photo in the [P:\Social Media](#) folder.

The screenshot shows the Facebook Admin Panel for the page "City of Turlock - Information Technology Division". At the top, there is a navigation bar with "facebook" on the left and "Settings" and "Logout" on the right. Below this is the "Admin Panel" header with buttons for "Edit Page", "Build Audience", "Help", and "Hide", and a "Create Page" button on the far right.

The main content area is divided into several sections:

- Notifications:** Shows "You have no new notifications" with a "Share something on your Page" button.
- Messages:** Shows "No new messages" with instructions on how to turn messages off in admin settings.
- New Likes:** Shows "No new likes".
- Insights:** Shows "You need 30 more likes on your Page to get access to insights about your activity." and "0 likes".
- Page Tips:** Includes a "Build Your Audience" tip with a megaphone icon and a link to "Invite Email Contacts".

Below the Admin Panel is the page header for "City of Turlock - Information Technology Division". It features the City of Turlock logo (inc. 1908) and the text "Be the first person to like this." A dropdown menu for "Add a Cover" is open, showing options: "Choose from Photos...", "Upload Photo...", and "No file chosen".

The page content includes an "About" section with an "Add Information About" button and a "Photos" section. A "Highlights" dropdown is visible. The main feed area shows a "Status" box with "Write something...", a "Photo / Video" box, and an "Event, Milestone +" box. Below this is an "Activity Recent" section showing a post: "City of Turlock - Information Technology Division joined Facebook." At the bottom of the feed, there is a "Joined Facebook" notification: "18 minutes ago".

On the right side, there is an advertisement for "City of Turlock - Information Technology Division" with a "Promote Your Page" button.

17. Confirm the addition by clicking “Save Changes.”

The screenshot displays the Facebook Admin Panel for the City of Turlock page. At the top, the 'facebook' logo is on the left, and 'Settings' and 'Logout' are on the right. Below the logo is the 'Admin Panel' header with buttons for 'Edit Page', 'Build Audience', 'Help', and 'Hide'. The main content area is divided into several sections: 'Notifications' (no new notifications), 'Messages' (no new messages), 'New Likes' (no new likes), 'Insights' (need 30 more likes), and 'Page Tips' (Build Your Audience). Below these sections is a photo gallery with a 'Drag to Reposition Cover' overlay. At the bottom of the gallery are buttons for 'Public', 'Cancel', and 'Save Changes'. The right sidebar contains a 'Create Page' button, a 'Now' section, and an advertisement for the City of Turlock Information Technology Division.

City of Turlock Social Media Policy

- 18. The Facebook page must include the following verbiage in the about section: "Posted content is subject to public disclosure. Prohibited content will be removed per City policy: <http://www.cityofturlock.org/socialmedia>"

The screenshot shows a Facebook page for the 'City of Turlock - Information Technology Division'. The page header includes the Facebook logo, 'Settings', and 'Logout'. Below the header is an 'Admin Panel' with options like 'Edit Page', 'Build Audience', 'Help', and 'Show'. The main content area features a grid of images: a woman in a floral dress, a building at night, a fountain, a park, and a statue. The page title is 'City of Turlock - Information Technology Division' with the tagline 'Be the first person to like this.' An 'About' dialog box is open, showing a text input field with a 'Maximum 155 characters' limit and 'Save' and 'Cancel' buttons. Below the dialog, there is a 'Status' section with a 'Write something...' prompt and a 'Photo / Video' section. A recent activity feed shows a post from 'City of Turlock - Information Technology Division' stating they updated their cover photo 11 minutes ago. At the bottom, a 'Joined Facebook' notification is visible, dated '33 minutes ago'.

19. To edit the about information later, click Edit Page, and Update Info.

The screenshot shows the Facebook interface for the page 'City of Turlock - Information Technology Division'. At the top, the Facebook logo is on the left, and 'Settings' and 'Logout' are on the right. Below the logo is the 'Admin Panel' with buttons for 'Edit Page', 'Build Audience', 'Help', 'Show', and 'Create Page'. The 'Edit Page' dropdown menu is open, showing options: 'Update Info', 'Manage Permissions', 'Admin Roles', 'Manage Notifications', 'Use Activity Log', 'See Banned Users...', and 'Use Facebook as City of Turlock - Information Technology Divis'. The page cover features a collage of images including a statue, a building, a fountain, and a sign that says 'PROSPERITY WATER'. The page name is 'City of Turlock - Information Technology Division' with a star icon. Below the cover is a section for 'Add Information About City of Turlock - Information Technology Division' with an 'About' tab selected. The main content area has a 'Highlights' dropdown and a status update area with options for 'Status', 'Photo / Video', and 'Event, Milestone +'. A recent activity post shows 'City of Turlock - Information Technology Division joined Facebook.' with a 'Like' button. At the bottom, there is a 'Joined Facebook' notification from 26 minutes ago and an advertisement for the page.

20. After clicking “Edit Page” and then “Update Info” you may edit any pertinent sections of the Basic Information page. For example, if your division has a mission statement, you may fill in the “Mission” box. The “About” information appears in the “Short Description” section. A description may be provided in the corresponding box as well.

The screenshot displays the Facebook 'Edit Page' interface for the 'City of Turlock - Information Technology Division'. The left sidebar contains navigation options like 'Your Settings', 'Manage Permissions', and 'Basic Information'. The main content area is titled 'City of Turlock - Information Technology Division' and includes a 'View Page' button. The form is organized into several sections: 'Category' (with dropdowns for 'Companies & Organizations' and 'Government Organization'), 'Official Page' (with a 'Pick a topic' field), 'Username' (with a 'Create a username' link), 'Name' (with a text field containing 'City of Turlock - Information Technology Division'), 'Start Date' (with an 'Add year' link), 'Start Type' (with a 'Select Start Type' dropdown), 'Address' (with a dropdown menu), 'City/Town' and 'Postal Code' (with text fields), 'Hours' (with an 'Add Hours' link and 'Always open or No hours available' options), 'Short Description' (with a text area containing 'Posted content is subject to public disclosure...'), 'Description' (with a text area containing 'City of Turlock - IT Division's goal is to provide technology services...'), 'General Information' (with a large empty text area), 'Mission' (with a text field), 'Founded' (with a text field), 'Awards' (with a text field), 'Products' (with a text field), 'Parking' (with checkboxes for 'Street', 'Parking Lot', and 'Valet'), 'Public Transit' (with a text field), 'Phone' (with a dropdown menu), 'Email' (with a dropdown menu), and 'Website' (with a dropdown menu). At the bottom of the form are 'Save Changes' and 'Close' buttons.

21. To complete the setup of the page, click “Manage Permissions” on the left menu. Clear the box “Everyone can add photos and videos to *City of Turlock – Department Name’s* timeline.” Also, set the Profanity Blocklist to Strong.

The screenshot shows the Facebook interface for the page "City of Turlock - Information Technology Division". The left sidebar contains a menu with "Manage Permissions" selected. The main content area displays various settings:

- Page Visibility:** Unpublish page (only admins can see this page) What is this?
- Country Restrictions:** What is this?
 - Only show this page to viewers in these countries
 - Hide this page from viewers in these countries
- Age Restrictions:** What is this?
- Posting Ability:**
 - Everyone can post to City of Turlock - Information Technology Division's timeline
 - Everyone can add photos and videos to City of Turlock - Information Technology Division's timeline
- Post Visibility:** Show the box for "Recent Posts by Others" on the top of City of Turlock - Information Technology Division
- Default visibility of posts by others on City of Turlock - Information Technology Division's timeline:** [?]
- Tagging Ability:** People can tag photos posted by City of Turlock - Information Technology Division
- Messages:** Show "Message" button on City of Turlock - Information Technology Division
- Moderation Blocklist:** [?]
- Profanity Blocklist:** [?]
- Post privacy gating:** Allow me to control the privacy of new posts I make on my Page. [?]
- Delete Page:** Permanently delete City of Turlock - Information Technology Division

At the bottom of the settings panel are "Save Changes" and "Cancel" buttons. Below the settings panel, there is a footer with links: "About", "Create an Ad", "Create a Page", "Developers", "Careers", "Privacy", "Cookies", "Terms", "Help", and "Facebook © 2013 · English (US)".

22. Finally, click the “Settings” option in the blue bar at the top of the page and select “Security” on the left menu. Enable Login Notifications by clicking the Email check box. Click Save Changes. This adds a level of security by sending an email alert should the account be accessed from an unknown device.

The screenshot shows the Facebook Security Settings page. The left sidebar contains navigation options: General, Security (selected), Followers, Apps, Ads, Payments, Gifts, and Support Dashboard. The main content area is titled "Security Settings" and includes several sections: Security Question, Secure Browsing, Login Notifications, Login Approvals, App Passwords, Recognized Devices, and Active Sessions. The Login Notifications section is highlighted, showing that the "Email" notification method is selected with a checked checkbox, while "Text message/Push notification" is unselected. Below the notification options are "Save Changes" and "Cancel" buttons. The Active Sessions section shows the user is logged in from Turlock, CA, US. At the bottom of the page, there are links for About, Create an Ad, Create a Page, Developers, Careers, Privacy, Cookies, Terms, and Help, along with the copyright notice "Facebook © 2013 · English (US)".

Setting	Description	Action
Security Question	Setting a security question will help us identify you.	Edit
Secure Browsing	Secure browsing is currently disabled .	Edit
Login Notifications	We can notify you when your account is accessed from a computer or mobile device that you haven't used before. Choose a notification method below: <input checked="" type="checkbox"/> Email <input type="checkbox"/> Text message/Push notification	Save Changes / Cancel
Login Approvals	A security code is not required when logging in from an unknown browser.	Edit
App Passwords	You haven't created app passwords.	Edit
Recognized Devices	No recognized devices.	Edit
Active Sessions	Logged in from Turlock, CA, US .	Edit

Deactivate your account.

About Create an Ad Create a Page Developers Careers Privacy Cookies Terms Help

Facebook © 2013 · English (US)

City of Turlock Social Media Policy

23. You may go back to the main view of the timeline by clicking the “facebook” graphic in the upper left corner of the page.

The screenshot shows the Facebook interface for the "City of Turlock - Information Technology Division" page. At the top left, the Facebook logo is visible. The page header includes "Admin Panel" with options like "Edit Page", "Build Audience", "Help", and "Show", along with an "Ads Manager" button. The main content area features a grid of images: a woman in a colorful dress, a building at night, a fountain, a park with a statue, and a large statue of a man. Below the images is the page name "City of Turlock - Information Technology Division" and a "Be the first person to like this." prompt. The page is categorized as a "Government Organization" with a disclaimer: "Posted content is subject to public disclosure. Prohibited content will be removed per City policy: www.cityofurlock.org/socialmedia". There are "About" and "Photos" tabs. A "Highlights" dropdown menu is visible. The main content area includes a "Status" update box with a "Write something..." prompt, a "Photo / Video" option, and an "Event, Milestone +" option. Below this is a recent update from the page: "City of Turlock - Information Technology Division updated their cover photo. February 28". The update shows the same grid of images seen in the header. To the right, there is an "Activity Recent" section showing "City of Turlock - Information Technology Division joined Facebook." At the bottom, there is a "When was this founded?" question with a flag icon. On the right side, there is an advertisement for the page, titled "See Your Ad Here" and "City of Turlock - Information Technology Division", with a "Promote Your Page" button.

24. You may begin posting status or other types of updates. Please consult the Social Media Policy for guidelines on posting entries.



Print Name: _____

City of Turlock

Acknowledgment of Social Media Policy

I, _____ hereby acknowledge that I have read and understand the City of Turlock's Social Media Policy.

I further acknowledge my understanding of my duty to comply with the Social Media Policy.

Signature of employee/volunteer

Date

Witness

Date