

**PURPOSE.** Because many of our citizens and other stakeholders utilize social media for news and communications, the City of Redlands has developed its own social media accounts, which help us inform the public about our work and mission.

The City of Redlands has an important interest in assuring the accuracy and consistency of information associated with our social media sites. We also respect the First Amendment to the U.S. Constitution and the constitutional right to freedom of speech. These terms and conditions establish guidelines for the public's use of social media that balances these values.

### DEFINITIONS

1. "Social media" means digital content created by us and communicated on platforms that allow sharing, commenting, and engagement from the public. Examples of social media accounts we may use are Facebook, Twitter, Instagram, YouTube, and LinkedIn.
2. "Comments" include any digital content, information, links, images, videos, or any other form of communicative content posted in reply or response to a social media account operated by us.
3. "User" means a member of the public who views or interacts with one or more of our social media accounts.

### GENERAL GUIDELINES

1. These terms and conditions apply to all our social media sites. Where possible, a link to these terms and conditions will be made available as a hyperlink or posted as text somewhere on our social media account(s).
2. Users should know that social media posts we make, comments and replies to those posts, and any direct or private messages sent to us may be public records subject to disclosure under State and Federal Law.
3. Our social media accounts are not monitored 24/7 and no one should utilize our social media accounts to report crime or suspicious activity or to

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seek emergency services. Anyone in need of emergency help should call 9-1-1.

4. We do not guarantee we will respond to comments or messages sent on our social media accounts.

### EXPECTATIONS

1. The City of Redlands believes that honest, civil, and productive discussions provide the best environment for citizens to understand the work of their government and participate in constructive engagement.
2. We ask users to consider that our social media feeds may be viewed by children and other impressionable people. Please avoid profanity, personal attacks, bullying, or use of incorrect information.
3. Information posted to social media regarding specific crimes or suspicious activities or identities of suspects who have not been arrested may hinder police investigations and may constitute defamation. Please report such information to the Redlands Police Department using one of the direct reporting methods at the following link: [insert the link here].

### CONTENT MODERATION

1. **Limited Public Forum.** Our social media accounts are created and maintained as limited public forums under the case law pertaining to the First Amendment to the U.S Constitution. We invite members of the public to view and, where possible, provide comments or other engagement on our social media accounts. However, the law permits us to hide and/or delete comments that are not protected speech under the First Amendment and relevant case law. As a general rule, we will not hide and/or delete comments solely because such comments are critical of the City of Redlands, its officials or departments.
2. **Prohibited Content.** Relevant First Amendment case law permits us to hide or delete certain comments on our social media accounts as follows:
  - a. Comments containing direct threats, or inciting or promoting violence or illegal activity.

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- b. Comments containing obscenity, which is defined as sexually explicit and/or pornographic content that is patently offensive, appeals to prurient interest, and lacks serious literary, artistic, political, or scientific value;
- c. Comments that directly promote, foster or perpetuate discrimination or advocate that the City illegally discriminate based on race, age, religion, gender, national origin, disability, sexual orientation, veteran status, or any other legally protected class;
- d. Comments that communicate private personal information that reasonably could compromise individual or public safety (whether the commenter's or someone else's), including home address, home or cell phone number, personal e-mail address, or personal identification numbers;
- e. Comments that support or oppose a political campaign, candidate or ballot measure;
- f. Comments containing links to malware and/or malicious content that affects the normal functioning of a computer system, server, or browser;
- g. Comments containing actual defamation against a person, either as determined by a court or comments that are patently defamatory by easily discovered facts;
- h. Comments that contain images or other content that violate the intellectual property or copyright rights of someone else, if the owner of that property notifies us that the property was posted in a comment on our social media account(s).
- i. Comments that contain a hyperlink to any website other than those controlled by the City of Redlands. This will be done without regard to the viewpoint of the comment containing such a link or the content of the site to which the link redirects;
- j. Comments that promote or advertise a business, or propose a commercial transaction;
- k. Comments that are not topically related to the original post.

- 3. Retention.** When a comment containing any of the above content is posted to our social media account(s), a copy or electronic record of that content may be retained or archived pursuant to our records retention policy, along with a brief description of the reason the specific content was deleted. Once documented, the content will be removed, where possible, from our social media account(s).
- 4. Blocking or Banning a User.** When we determine that a user has violated these terms and conditions on three or more occasions within a twelve-month rolling period, we may block or ban the offending user from the social media account where the violations occurred.

If we block or ban a user, we will reasonably attempt to notify the user and describe the violation(s).

The initial block or ban will be in place for 30 days. If a user is blocked or banned for a second time, the block will be in effect for six months. A third block or ban will be in effect for one year.