

# REQUEST FOR ACTION

**Department Head**

Luke Fischer,  
Assistant to the City Administrator

**City Council Date**

December 15, 2009

**Agenda Item**

Approve Social Media Policy

**ACTION REQUESTED**

Consider and approve the Social Media Policy relating to public comments

**BACKGROUND**

The City of Delano uses Facebook, Twitter, and YouTube to connect and communicate with residents and general public. These tools have given the City an opportunity to make connections with demographics that would not traditionally receive “live” information about the community. As of December 8, 2009, the City has 797 Facebook Fans, 328 Followers on Twitter, and our single YouTube video has been view 609 times.

As these numbers continue to grow, it is important that the City have a Social Media Policy in place to regulate the interchange of comments on each of the three sites. Comments on the sites allow an interaction between the City, the end user, and other fans, followers, and viewers. This exchange is part of the reason social media has been so popular and successful—so it is something that the City should encourage. To ensure that all comments are acceptable, Staff proposes the attached Social Media Policy as a type of regulation.

Staff will continue to monitor comments and enforce the policy. There is a repetitive abuse of the policy, staff has the ability to “block” continued misuse or “turn off” the ability to comment.

**ATTACHMENTS**

- Social Media Policy