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# CITY OF POMONA COUNCIL REPORT

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June 17, 2019

To: Honorable Mayor and Members of the City Council

From: Linda Lowry, City Manager

Submitted By: Mark J. Gluba, Deputy City Manager

**SUBJECT: CITY SOCIAL MEDIA POLICY – RECEIVE AND FILE**

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## **RECOMMENDATION:**

It is recommended that the City Council receive and file this report and the attached Social Media Policy.

## **EXECUTIVE SUMMARY:**

The draft Social Media Policy establishes administrative guidelines for the use of social media sites by the City of Pomona as a means to disseminate information regarding the City's mission, meeting activities, events and current issues to members of the general public. This policy is intended to mitigate risks associated with, as well as govern use of all City Social Media accounts, regardless of whether the social media site(s) are accessed from City computers, computers outside the City or mobile devices. Because the Policy addresses a pervasive issue which has not previously been constrained by clear guidelines, and many individuals (employees, elected officials, appointees, agents) will be impacted by it, it is presented for Council to review prior to finalization by the City Manager.

**FISCAL IMPACT: NONE**

## **DISCUSSION:**

City of Pomona Administrative Policies and Procedures are drafted by Human Resources and/or other staff knowledgeable on the respective subject matter of a particular policy area and submitted to the City Manager for review and approval. Depending upon the subject matter governed by a particular policy, the Policy contents, responsibilities, procedures, etc. apply to various agents of the City, including, but not limited to, employees, elected and appointed officials, volunteers, contractors, etc. A copy or reference link of all Administrative Policies and Procedures is provided to all agents or representatives of the City when their relationship is established or as new Administrative Policies and Procedures are approved.

Content of the new Social Media Policy (Attachment) has been drafted for proval by the City Manager and is being submitted to the City Council to receive and file. This new Policy is taking effect subsequent to the Council's orientation as new office holders and the previous dissemination of other Administrative Policies and Procedures. Similarly, the approved Policy will be distributed to City Commissioners through the City Clerk's Office and/or the respective commission staff liaison(s). Additionally, the approved Policy will be disseminated to other applicable agents, representatives, volunteers and the general public via posting on the City website/intranet and other electronic means.

Human Resources staff have notified the employee associations/unions of the proposed Social Media Policy and its presentation to the City Council by providing a copy of the draft policy via email. The employee associations/unions have a responsibility to determine if the proposed policy may have an impact relating to wages, hours, and other terms and conditions of employment to their members. Should they request, City management and employee representatives have a mutual obligation to meet and confer in good faith on the impact of issues relating to wages, hours, and other terms and conditions of employment.

Prepared by:

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Mark J. Gluba  
Deputy City Manager

**ATTACHMENT:** Draft Social Media Policy