

# San Francisco Human Services Agency (HSA)

## Social Media Policy & Guidelines



### 1. SOCIAL MEDIA MANAGEMENT

City and government officials of various departments, including the San Francisco Human Services Agency, have embraced social media as a means to improve openness, accessibility, and transparency. Strategic and proper use of social media helps us foster a positive relationship with the public and key audiences like customers, taxpayers/voters, overseers, government peers, and employees.

Social networks such as Facebook, Twitter, Instagram, and YouTube give the San Francisco Human Services Agency a cost-effective means for communicating with these audiences. Blog and video platforms allow any agency to connect with people on a more personal and easily understandable level. Social media complements existing practices such as media relations, events, and internal communications.

The HSA Communications staff is responsible for the content and upkeep of HSA's social media sites on the following channels:

- Facebook
- Twitter
- Instagram
- YouTube
- LinkedIn

HSA's social media channels enable HSA to inform the public on topics including but not limited to HSA:

- News
- Programs
- Policies
- Services

- Emergency responses
- Events

## 2. GUIDELINES & MODERATION OF THIRD-PARTY CONTENT

HSA's social media sites serve as a *limited public forum* and all content published is subject to monitoring. HSA reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law. HSA Communications will make a determination about the appropriateness of comments based on its application of this Social Media Policy & Guidelines, and that determination is final and not subject to outside review. HSA Communications will apply this Social Media Policy & Guidelines in a viewpoint neutral manner that is consistent over time. Any content removed based on these guidelines will be retained by the HSA Social Media Administrator for a reasonable period of time, including the time, date, and identity of the poster, when available.

Use of the above-listed social media sites is subject to the terms of use of those sites, including privacy policies. Any terms of service that those sites place on user participation apply to comments made by any user, and these sites may enforce their own terms of service.

## 3. VIOLATIONS

### Post Removal Policy and Retention Process

HSA's general practice is not to delete comments, even ones off-topic from the original post or critical of HSA's policies, procedures, or actions. No Authorized Account Administrator shall delete comments, posts, or other public interactions with Official HSA Social Media Accounts, unless the comment, post, or public interaction is in violation of the content standards as outlined in HSA's Social Media Policies.

In the event of violative content having to be hidden or removed, the Authorized Account Administrator will document the entirety of the original post and all removable content with screenshots or such means dictated by the HSA Communications Department Manager, before removal of the violative content. The Authorized Account Administrator will save records of violative content in a HSA network drive specified by the SFHSA Communications Department Manager and will denote the date/time of removal.

No Authorized Account Administrator may block, mute, or otherwise prevent any users from following, viewing posts, having their posts viewed by HSA, or otherwise engaging with Official HSA

Social Media Accounts.

Enforcement of the restrictions and prohibitions contained in this Social Media Policy shall be conducted by HSA in a fully content neutral fashion; whereby HSA shall not favor or disfavor any speech based on the speaker's position.

Violations of this policy include comments that:

- Use obscene, threatening, or harassing language.
- Promote discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation.
- Contain sexual content or links to sexual content.
- Contain demonstrably false statements of fact about SFHSA.
- Promote or advertise a business, or propose a commercial transaction.
- Promote or support political positions or campaigns, measures, or propositions.
- Violate a legal ownership interest of any party, such as trademarked or copyrighted material.
- Reveal information that may tend to compromise the safety or security of the public or public systems.
- Violate privacy by revealing classified or private personal information of the commenter's or someone else's, including home address, home or cell phone number, personal email address, or personal identification numbers.

## 4. PUBLIC RECORDS DISCLOSURE

HSA social media sites are subject to the California Public Records Act. Content maintained in a social media format that is related to City business may be a public record subject to public disclosure.

For Public Records Act requests, email the Sunshine Ordinance Officer, at [HSAsunshine@sfgov.org](mailto:HSAsunshine@sfgov.org).

## 5. DISCLAIMERS

HSA social media pages are not monitored 24/7. HSA is not responsible for comments by site visitors.

### **Content Standards Disclaimer**

All Authorized Account Administrators shall ensure that Official HSA Social Media Accounts and SFHSA.org display the following statements regarding content standards in a location, or locations, appropriate for describing content standards when such location is available and reasonable:

*“Please do not report emergencies on social media pages.*

*HSA reserves the right to remove and/or restrict inappropriate comments including those that violate the HSA Social Media Policy Guidelines found at <https://www.sfhsa.org/about/media-center>, comments which may reasonably interfere with, inhibit, or compromise law enforcement investigations, tactics, responses to incidents and/or the safety of law enforcement officers and staff.*

*Keep in mind that all posted comments are public records and subject to disclosure. Users of this site do not retain any rights over their postings. Postings are intended for public view and any information posted constitutes a waiver of any rights to privacy or confidentiality.*

*All social media platforms used by HSA are designated as Limited Public Forums”*

## 6. MORE INFORMATION

For questions or concerns regarding HSA social media sites and policy, contact [HSAcommunications@sfgov.org](mailto:HSAcommunications@sfgov.org).