

City of San Diego Social Media Policy

The City of San Diego uses social media as a communication tool to disseminate information about the City's mission, activities, news and services. Social media is also used to solicit public feedback or facilitate discussion on certain issues. Social media is an immediate method of information transmission and offers the City the opportunity to engage with the communities we serve.

City of San Diego Social Media Platforms

Time-sensitive information is shared through social media to broadcast messages to a broad audience. Wherever possible, content posted to City social media sites will contain links directing users back to the City's official website (sandiego.gov) for in-depth information, forms, documents or online services necessary to conduct business with the City. The City's website remains the primary source of City of San Diego information.

Acting as Authorized Users, the Communication Department is charged with overseeing the design, implementation and management of City social media sites. Information is provided on the following official social media sites:

- Facebook: facebook.com/cityofsanDiego
- Twitter: twitter.com/cityofsanDiego
- Instagram: instagram.com/cityofsandiego/
- LinkedIn: linkedin.com/cityofsandiego
- YouTube: youtube.com/thecityofsandiego
- NextDoor: nextdoor.com

Commenting

The City of San Diego welcomes comments on its social media platforms but reserves the right to moderate comments in accordance with City policies. Any comments submitted to the City's social media sites are public record and are subject to the City's record retention schedule and disclosure.

To ensure transparency and proper usage, the City and its authorized users may remove or report any user-generated content or comments on social media accounts that:

- Contains obscene language or content.
- Would be threatening, abusive, or harassing to a reasonable person.
- Incites or promotes violence or illegal activities.
- Contains information that reasonably could compromise individual or public safety.
- Contains links to malicious or harmful software.
- Violates the copyright, trademark or other intellectual property rights of any person or entity.
- Violates a local, state, or federal regulation or law, including privacy laws.

Public Feedback

If a social media site is used to facilitate public feedback or discussion on issues where comments are moderated, the Authorized User may remove user-generated content or temporarily block users who, on multiple occasions, post a comment that:

- Is listed in the “Commenting” section of this social media policy.
- Contains sexually explicit content or profane insults.
- Contains confidential information.
- Advertises or promotes a commercial product or service that has not been vetted through the City’s Corporate Partnerships and Development Program.

In no circumstance may users or their comments be removed, blocked or modified from the City’s official social media sites simply because they: criticize the City, its officials or employees, express an unpopular or offensive opinion, or state a different viewpoint than the original social media content.

Any decision to block a user from commenting and the duration of the block shall be reasonable and based on the seriousness of the violation. The details of the decision shall be retained as a City record.

Disclaimer

The City does not endorse and disclaims liability for any product, service, company or organization advertising on external social media pages. The responsibility for external content or comments rests with the organizations or individuals providing them.

Questions or concerns regarding the City’s social media policy should be submitted by email to communications@sandiego.gov.