



**San Diego County**  
**Local Agency Formation Commission**  
 Regional Service Planning | Subdivision of the State of California

**7b**

**AGENDA REPORT**  
 Business | Action

March 1, 2021

**TO:** Commissioners

**FROM:** Keene Simonds, Executive Officer  
 Aleks Giragosian, Deputy Commission Counsel  
 Priscilla Allen, Local Government Analyst I

**SUBJECT:** **Proposed Addition to Administrative Policy | Social Media Use**

**SUMMARY**

The San Diego County Local Agency Formation Commission (LAFCO) will consider approving an addition to the Administrative Policy to accommodate and guide social media uses. The proposed addition ties to the current workplan and formally authorizes the use of social media to augment traditional communication channels with delegation to the Executive Officer and his or her designees to implement based on Commission objectives and standards. It is recommended the Commission approve the proposed addition with any identified changes.

**BACKGROUND**

**Existing Administrative Policy**

San Diego LAFCO’s Administrative Policy was adopted by the Commission in 1970. It currently comprises six distinct sections ranging in content from intergovernmental coordination to public records requests. Sections are numbered sequentially based on approval date with the last addition involving records management in 2017. The Administrative Policy is codified under one cover titled “Commission Polices” and paired with Fiscal and Legislative Policies.

<p><b>Administration</b>          Keene Simonds, Executive Officer          County Operations Center          9335 Hazard Way, Suite 200          San Diego, California 92123          T 858.614.7755 F 858.614.7766          www.sdlafco.org</p>	<p>Vice Chair Jim Desmond          County of San Diego</p> <p>Nora Vargas          County of San Diego</p> <p>Joel Anderson, Alt.          County of San Diego</p>	<p>Mary Casillas Salas          City of Chula Vista</p> <p>Bill Wells          City of El Cajon</p> <p>Paul McNamara, Alt.          City of Escondido</p>	<p>Chris Cate          City of San Diego</p> <p>Marni von Wilpert, Alt.          City of San Diego</p>	<p>Jo MacKenzie          Vista Irrigation</p> <p>Barry Willis          Alpine Fire Protection</p> <p>Vacant, Alt.          Special District</p>	<p>Chair Andy Vanderlaan          General Public</p> <p>Harry Mathis, Alt.          General Public</p>
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## DISCUSSION

This item is for San Diego LAFCO to consider approving a proposed addition to the Administrative Policy to formally authorize and accommodate social media usage. The proposed additional ties to the adopted workplan and direction therein to utilize social media to expand the Commission's communicative reach. The proposed addition draws on best practices from other similarly sized local government agencies and premised on establishing baseline objectives and standards while delegating implementing details to the Executive Officer or his/her designee. This includes – notably – delegation for the Executive Officer to proceed off-dais in approving which social media networks to use and developing site-specific user criteria consistent with Commission standards. A summary of key provisions included in the proposed addition follow and further detailed as part of Attachment One.

### Objectives:

- The Commission encourages active use of social media to enhance communications with other governmental agencies, tribes, and members of the public.

### Administration:

- The Executive Officer serves as administrator for all the Commission's social media networks and related uses. The Executive Officer may delegate responsibilities to Commission employees or consultants as appropriate.
- The Executive Officer shall be responsible for approving all social media networks used by the Commission and content and related messaging.

### Standards:

- The Executive Officer is tasked with taking reasonable measures to ensure current and pertinent Commission information is actively disseminated through appropriate social media networks.
- All authorized and active social media networks shall be regularly monitored to ensure content standards as established in this policy are continually maintained – including user comments.
- For each approved social media network, usage standards approved by the Executive Officer will be developed to optimize Commission use of the site.

## ANALYSIS

The proposed addition to San Diego LAFCO's Administrative Policy ties directly to the adopted workplan and the Commission's direction to establish a social media presence to expand community outreach. Approval will formalize and aid initial activities undertaken by staff to date and marked by establishing a limited number of social media accounts (YouTube, Twitter and Facebook) and becoming familiar with their functions, features, and audiences. The proposed addition draws on these initial experiences and pairs with best practices from other similarly sized agencies in providing general Commission guidance and standards and delegating core implementing discretion – including network authorization, content messaging, etc. – to the Executive Officer and his/her designees.

## RECOMMENDATION

It is recommended San Diego LAFCO approve the proposed addition to the Administration Policy as presented with any desired changes. This recommendation is consistent with Alternative Action One in the proceedings section.

## ALTERNATIVES FOR ACTION

The following alternatives are available to San Diego LAFCO through a single motion:

Alternative One (recommended):

- (a) Approve the proposed update to the Administration Policy as provided as Attachment One with any desired changes.
- (b) Authorize the effective date of the proposed update to March 1, 2021.

Alternative Two:

Continue consideration to a future meeting and provide direction as needed.

Alternative Three:

Take no action.

(continued)

## PROCEDURES

This item has been placed on San Diego LAFCO's agenda for action as part of the business calendar. The following procedures, accordingly, apply:

- 1) Receive verbal presentation from staff unless waived.
- 2) Questions or clarifications from the Commission.
- 3) Consider any comments from the public.
- 4) Consider the staff recommendation or alternatives.

On behalf of staff,

A handwritten signature in black ink that reads "Priscilla Allen". The signature is written in a cursive style with a large initial "P" and "A".

Priscilla Allen  
Local Government Analyst I

Attachment:

- 1) Proposed Social Media Addition to Administrative Policy

## ADMINISTRATIVE POLICY A-107

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### **Subject**

SOCIAL MEDIA USE PROGRAM

### **Purpose**

To provide clear and flexible guidelines for San Diego LAFCO to augment traditional communication methods with the use of social media networks and platforms. This includes establishing baseline objectives and standards in managing authorized social media networks to help ensure appropriate protocols are continuously maintained in communications with the public.

### **Background**

The Cortese-Knox-Hertzberg Local Government Reorganization (“CKH”) Act of 2000, pursuant to California Government Code Section 56300, directs the Commission to exercise its regulatory and planning responsibilities consistent with its written policies and procedures. The Commission is directed under subsection (f) to maintain an internet website to ensure pertinent agency information is readily available to the public; a provision consistent with a key premise underlying CKH for commissions to improve engagement with citizens in their respective jurisdictions. Several social media platforms are used by public agencies to promote government information and services to the public.

### **Definitions**

The following words are defined as stated for purposes of this policy:

- a. “Commission” means San Diego LAFCO.
- b. "Commission account" means an account on a social media network which the Commission establishes and maintains, and over which it has control over all posts, except for advertisements or hyperlinks by the social media networks' owners, vendors, or partners. The Commission account will supplement, and not replace, legally required notices and standard methods of communication by or on behalf of the Commission.

- c. “Social media networks” means social media sites or platforms approved by the Executive Officer to be used to convey and post content information. Format types vary and include social networking, blogs, photo-sharing, video-sharing, and podcasts.
- d. “Posts” or “postings” mean content containing information, articles, pictures, videos or any other form of communication posted on Commission social media networks.
- e. “Users” refers to persons and/or organizations utilizing the Commission’s social media sites.
- f. “Comment” or “Comments” mean and include any information, articles, words, pictures, videos or any other form of communicative content posted by users on Commission social media sites.

**Objectives**

- a. Social media networks are important channels in communicating Commission activities and receiving timely feedback.
- b. The Commission encourages the active and responsible use of social media networks to maintain and enhance effective communication with other governmental agencies, tribes, and members of the public.

**Administration**

- a. The Executive Officer serves as administrator for all the Commission’s social media networks and related uses. The Executive Officer may delegate responsibilities to Commission employees or consultants as appropriate.
- b. The Executive Officer shall be responsible for approving all Commission accounts and securing all associated account information – including usernames and passwords.
- c. The Executive Officer shall be responsible for posting, monitoring, and removing content consistent with this policy. The Executive Officer similarly shall ensure this policy is implemented in conjunction with all related rules and policies adopted by the Commission.

- d. This policy and its administration shall comply with all applicable federal and state laws, regulations, and policies. This includes, but not limited to, established laws and policies regarding copyright, records retention, California Public Records Act, First Amendment, and Americans with Disabilities Act.
- e. The Executive Officer shall take reasonable measures to ensure current and pertinent Commission information is disseminated through appropriate social media networks.

**General Standards**

- a. All authorized and active Commission accounts shall be regularly monitored to ensure content standards as established in this policy are continually maintained – including user comments.
- b. For each approved Commission account, usage standards approved by the Executive Officer will be developed to optimize Commission use of the site.
- c. All approved Commission accounts shall be authenticated using an official Commission logo and email account.
- d. The following forms of content posted by external and authorized users may be subject to removal on any Commission social media network if they contain:
  - 1. Comments that are not typically related to the information posted.
  - 2. Profane language or content (video, sounds, etc).
  - 3. Content that perpetuates violence, discrimination, or harassment.
  - 4. Solicitations of commerce or advertisements.
  - 5. Promotion or endorsement of political issues, groups, or individuals.
  - 6. Conduct or encouragement of illegal activity.
  - 7. Information that may compromise the safety or security of the public.
  - 8. Content intended to defame any person, group, or organization.
  - 9. Personal attacks against Commissioners or employees.
  - 10. Disclosure of confidential, sensitive, or proprietary information.
  - 11. Sexual or obscene content or links to sexual or obscene content.
  - 12. Images or videos of a minor without the consent of the minor’s parent.

- e. The Commission's website shall continue to serve as the agency's primary and predominant internet presence. Towards this end, whenever possible, content posted on the Commission's social media networks will also be made available on the agency website.
- f. Commission accounts shall be managed consistently with the Ralph M. Brown Act. Commissioners shall not respond to, "like", "share", "retweet" or otherwise participate in any published postings or use the account or any form of electronic communication to respond to, blog or engage in serial meetings with each other, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the Commission.

### **Records Management**

- a. Commission accounts are subject to the California Public Records Act. The content maintained on the social media networks must be retained pursuant to the Commission's records retention policy.
- b. Postings by a third party on a Commission account are not public records and are not subject to disclosure unless the posting triggers some action by the City, including a response or removal of the post.
- c. All postings on Commission accounts subject to retention, as noted in paragraphs (a) and (b) above, must be captured via screenshot and saved.
- d. Any content removed based on this Policy must be retained, including the time, date, and identity of the poster, when available, for six months or such other period as required by the Commission's records retention policy, provided that the Commission may remove content which violates this policy even if there is no reasonably practical means to retain that information.

Adopted: **Date**