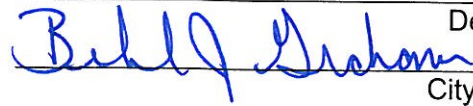




City of Riverside Administrative Manual

Effective Date: 09/01/2011
Review Date: 09/01/2014
Prepared by: City Manager

Approved:



Department
City Manager

SUBJECT:

Guidelines for Twitter Usage

PURPOSE:

Twitter is a micro blogging tool that allows account holders to tweet (send) up to 140 characters of information to followers (subscriber). By procuring and maintaining Twitter accounts, City departments will communicate information directly to their Twitter followers, alerting them to news and directing them to Riversideca.gov for more information. These standards should be used in conjunction with the City's Social Media Use Policy.

POLICY:

CONTENT:

Department heads or their designee shall hold and maintain their department's Twitter account.

Each department will have only one Twitter account, unless otherwise approved by the City Manager's designee. Account information, including usernames and passwords, shall be registered with Information Technology (refer to Social Media Approval Request).

The department's Twitter bio will read:

*(Department name) Comments, list of followers may be subject to public disclosure pursuant to Ca. Gov. Code section 6250 et seq. **If appropriate the following will be added:** This site is not monitored. Call 911 for emergencies.*

Twitter usernames shall begin with "Riverside" (i.e. RiversidePD, RiversideFire and RiversidePW). In cases where the username is too many characters, begin with "RIV" (RivCityLight).

Department Twitter account backgrounds will share a standardized City of Riverside logo provided by Information Technology.

Twitter accounts shall serve three primary purposes:

1. Provide emergency information quickly
2. Promote City-sponsored events
3. Refer followers to content hosted at www.Riversideca.gov

Information posted on Twitter shall conform to the policies and procedures of the department posting the information. Tweets shall be relevant, timely and informative.

Twitter content shall mirror information presented on Riversideca.gov and other existing information dissemination mechanisms. Communications personnel shall ensure that information is posted correctly the first time. Twitter does not allow for content editing.

Archive

Riverside Information Technology personnel shall be responsible for archiving Twitter posts in accord with the City's document retention policies.

Communications personnel shall be responsive to those constituents who communicate via Twitter's @reply or direct message functions.

Communication with followers will be timely and consistent with existing protocols. Department designees will maintain an electronic record or printout on a quarterly basis *only if such document would be retained in the normal course of business.*