

RESOLUTION NO. 16-026

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PACIFIC GROVE
AMENDING POLICY 000-22 ENTITLED "SOCIAL MEDIA POLICY"**

WHEREAS, the City Council encourages the use of social media to further the goals of the City and its programs, where appropriate, through dissemination of information about the City's mission, meetings, activities, and current issues to members of the public;

WHEREAS, "Social media" refers to activities that integrate technology, social interaction, and content creation. Examples of social media include Facebook, Instagram, Twitter, YouTube, Blogs, Really Simple Syndication ("RSS"), LinkedIn, and Flickr;

WHEREAS, on September 19, 2012, the City Council approved Council Policy No. 000-22, establishing the City's Social Media Policy;

WHEREAS, the City's Social Media Policy sets City policies and procedures regulating the City's presence on social media websites;

WHEREAS, the City's current policy must be amended to reflect newer social media rules, needs and expectations, while ensuring compliance with legal requirements;

WHEREAS, the Council finds that portions of the City's current Policy pertain to and for employees should also be revised, and are more appropriately located in the City's Employee Handbook;

WHEREAS, the portion of the Policy for the Employee Handbook has been distributed for review by representatives for all the employee associations; and

WHEREAS, the City Council finds the introduction and adoption of this resolution is not subject to the California Environmental Quality Act (CEQA) pursuant to Sections 15060(c)(2) (the activity will not result in a direct or reasonably foreseeable indirect physical change in the environment) and 15060(c)(3) (the activity is not a project as defined in Section 15378) of the CEQA Guidelines, California Code of Regulations, Title 14, Chapter 3, because it has no potential to have a significant effect on the environment.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF PACIFIC GROVE:

SECTION 1. The foregoing recitals are adopted as findings of the City Council as though set forth in full.

SECTION 2. Council Policy No. 000-22 is amended as indicated in the policy attached hereto.

SECTION 3. Social Policy 5.11 is amended as indicated in the policy attached hereto, subject to review by the representatives of the employee associations and senior managers.

SECTION 4. This resolution shall take effect immediately following passage and adoption.

PASSED AND ADOPTED BY THE COUNCIL OF THE CITY OF PACIFIC GROVE
this 4th day of May, 2016, by the following vote:

AYES: Mayor Kampe, Councilmembers Cuneo, Fischer, Huitt, Lucius, Miller and Peake.

NOES: None.

ABSENT: None.

APPROVED:


BILL KAMPE, Mayor

ATTEST:


SANDRA KANDELL, Deputy City Clerk

APPROVED AS TO FORM:


DAVID C. LAREDO, City Attorney