



City of Carmel-by-the-Sea

City Social Media Policy

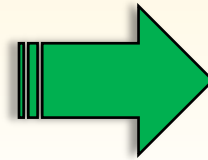
Special City Council Meeting
March 3, 2025



City of Carmel-by-the-Sea

City Council Priorities

1. Financial Sustainability
2. Natural Environment/
Village Character
3. Community Engagement
4. Infrastructure
5. Business Environment



**Effective, Reliable,
Responsive Government**



City of Carmel-by-the-Sea

Social Media as a Tool for Communication

- Enhances communication, engagement, and transparency
- Promotes a wider reach than traditional communication methods
- Allows staff to provide real-time updates on City news, events, extended road closures, and weather alerts
- Serves as a resource for the community to get valuable information straight from a trusted source

An effective tool for *this* City?

- Community member comments and input from previous Council workshops
- Provides an opportunity to augment communication with the community
- A tool to “meet people where they are”



City of Carmel-by-the-Sea

Social Media by the Numbers

YouTube is the most widely used online platform

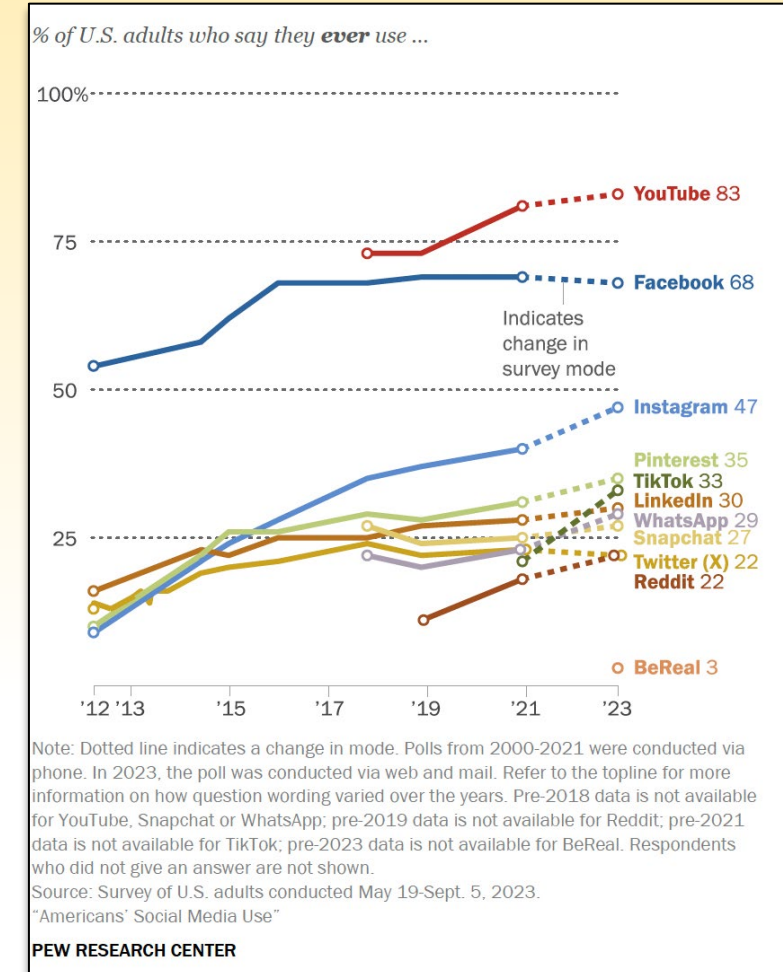
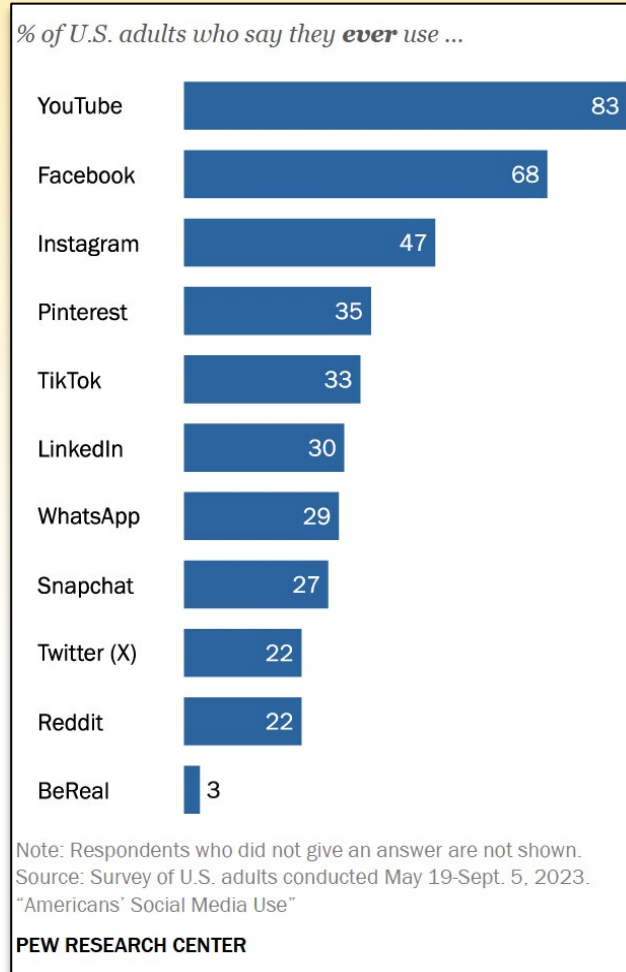
- ❖ Eight-in-ten adults in the U.S. reported using it

Facebook is a dominant social media platform

- ❖ 68% of adults in the U.S. reported using the platform

About half of U.S. adults have used Instagram

- ❖ 47% reported using the platform





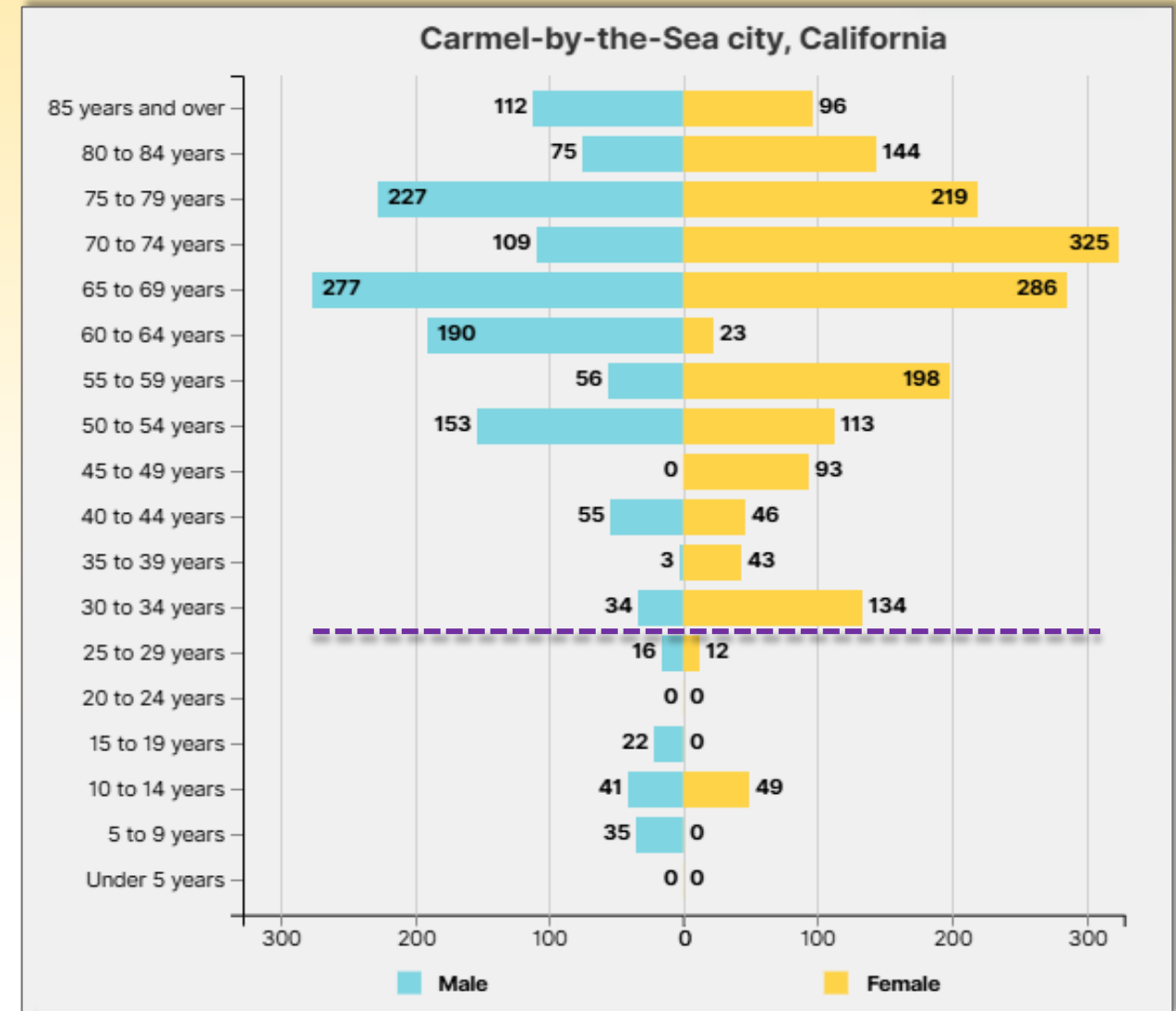
City of Carmel-by-the-Sea

Population = 3,220

- 2020 Census Data
- Median Age: 68.9

	Ages 18-29	30-49	50-64	65+
Facebook	68	78	70	59
Instagram	76	66	36	19
LinkedIn	40	41	30	15
X (formerly Twitter)	38	25	15	8
Pinterest	43	43	33	22
Snapchat	65	32	14	4
YouTube	93	94	86	65
WhatsApp	30	40	28	18
Reddit	46	35	11	4
TikTok	59	40	26	10
BeReal	10	2	1	<1

Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted Feb. 1-June 10, 2024.





City of Carmel-by-the-Sea

City of Carmel-by-the-Sea Social Media Policy

I. Purpose

The purpose of this Social Media Policy ("Policy") is to establish the social media policy guidelines and procedures for the City of Carmel-by-the-Sea's participation in, administering, and City staff use of City Social Media Sites ("City social media") created, operated, maintained, and managed by the City Administrator and any authorized designated individuals conveying information to members of the public on behalf of the City.

The City has an overriding interest and expectation in protecting the integrity of information posted on City social media and in deciding what is "announced" or "spoken" on behalf of the City on social media sites. The City encourages the use of social media by designated staff to facilitate communication, foster transparency, community engagement, and further the goals of the City and the mission of its departments.

II. Definitions

- A. "Social media sites" or "social media" refers to internet-based resources that have a participatory element by integrating user-generated content, allowing people to communicate, share information, share photos, share videos, share audio, and exchange text and other multimedia files with others through some form of online or cellular network platform. Examples include, but are not limited to, Facebook, X (formerly Twitter), Instagram, YouTube, LinkedIn, Flickr, and TikTok.
- B. "City Administrator" shall mean the City Administrator and/or their designee.
- C. "Authorized Employee" means any City employee who has been authorized by a Department Head or the City Administrator to operate and post on a City social media site.
- D. "City social media sites" or "City social media" refer to social media sites established, operated, managed, and maintained by the City.
- E. "City Staff" or "Staff" refers to all Authorized Employees, consultants, providers, and contractors acting in an official capacity when communicating with the public on behalf of the City on City social media.

III. General Policy

- A. The City's official website (<https://ci.carmel.ca.us>) will remain the City's primary and predominant internet presence.

- Establishes guidelines for the City's use of social media
- Content guidelines
- The City's official website remains the primary internet presence
- Outlines process to create a City social media account
- Legal Compliance and Restrictions
 - Brown Act Compliance
 - Public Records Act
 - Content Restrictions

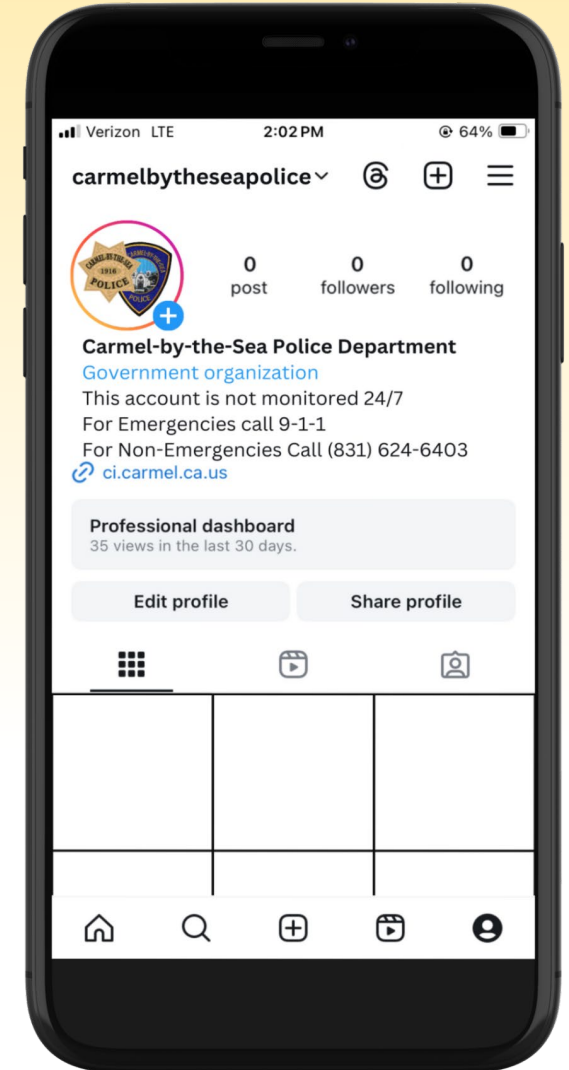
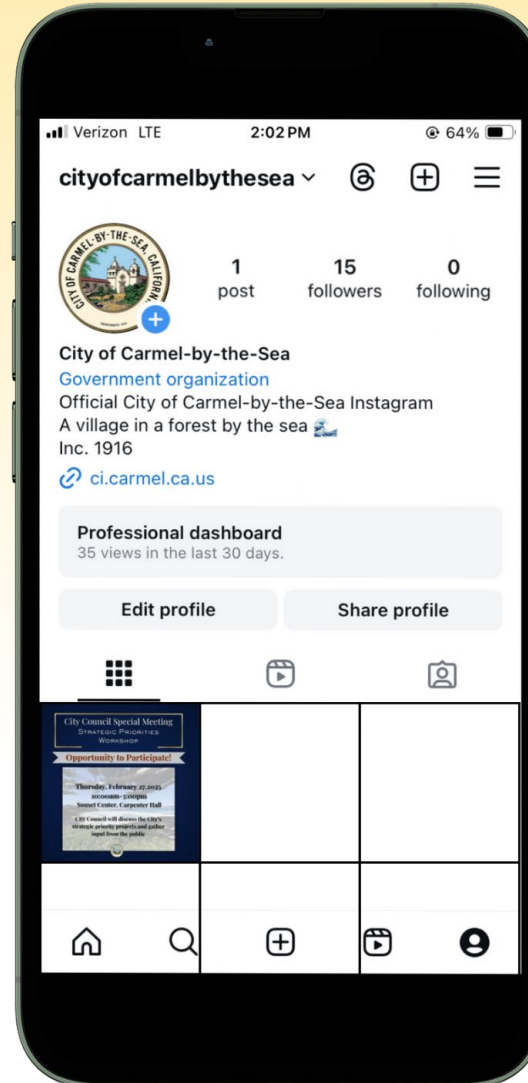




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Instagram





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Questions?



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End of Presentation



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Videos of Meetings and Friday Vlog
@CityofCarmelbytheSea