

**CITY OF CARMEL-BY-THE-SEA
CITY COUNCIL**

RESOLUTION NO. 2025-031

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARMEL-BY-THE-SEA ADOPTING POLICY 2025-01, “SOCIAL MEDIA POLICY”, ESTABLISHING GUIDELINES AND PROCEDURES FOR THE CITY’S PARTICIPATION IN SOCIAL MEDIA AND AUTHORIZING THE CITY ADMINISTRATOR TO DEVELOP AND ADMINISTER THE CITY’S SOCIAL MEDIA PLAN

WHEREAS, as social media continues to grow in reach and influence, local governments are increasingly using these platforms to deliver services more efficiently, reaching diverse demographic groups and meeting operational goals faster than traditional communication methods may allow; and

WHEREAS, by utilizing social media sites local governments can engage in meaningful dialogue, share important information, and provide access to essential services by redirecting or linking to official City resources; and

WHEREAS, the City Council identified, “Develop and Implement a Social Media Plan” as a City Council strategic priority and directed staff to research municipal social media use; and

WHEREAS, a social media policy will enable staff to build and implement a social media plan; and

WHEREAS, the proposed Social Media Policy, attached as Exhibit A, establishes guidelines and procedures for the City’s participation in, administering, and City staff use of City social media sites created, operated, maintained, and managed by City staff and any authorized employees conveying information to members of the public on behalf of the City; and

WHEREAS, 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; and

WHEREAS, the establishment of City social media accounts by any department is subject to approval by the City Administrator or their designee and each department will be responsible for adhering to this policy.

NOW THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL OF THE CITY OF CARMEL-BY-THE-SEA DOES HEREBY:

Adopt Policy 2025-01 “Social Media Policy” (Exhibit A) establishing guidelines and procedures for the City’s participation in social media and authorizing the City Administrator to develop and administer the City’s social media program.

**PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF CARMEL-BY-THE-SEA
this 31st day of March 2025, by the following vote:**

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

ATTEST:

Dale Byrne, Mayor

Nova Romero, MMC, City Clerk