



CITY OF SIGNAL HILL

STAFF REPORT

2175 Cherry Avenue • Signal
Hill, California 90755-3799

1/25/2022

AGENDA ITEM

TO:
**HONORABLE MAYOR
AND MEMBERS OF THE CITY COUNCIL**

FROM:
**CRISTINA BOND
COMMUNICATIONS SPECIALIST**

SUBJECT:
AUTHORIZATION FOR USE OF INSTAGRAM AND TWITTER SOCIAL MEDIA SITES

Summary:

The City Council will consider authorizing the utilization of Instagram as a public outreach tool for the City, Community Services Department and the Police Department, and Twitter for the City, which provides two-way communication.

Recommendations:

1. Authorize the City, Community Services Department and the Police Department to utilize Instagram as a public outreach tool.
2. Authorize the City to use Twitter as a public outreach tool.

Fiscal Impact:

There is no fiscal impact associated with the recommended actions.

Strategic Plan Objectives:

Goal No. 2: Ensure public safety is a high priority.
Goal No. 6: Promote a transparent and open government.

Background:

Digital communications, and specifically social media, are critical tools to disseminate information to the public in a timely manner. The City uses social media to provide additional avenues to disseminate City information to residents, business owners and visitors, such as community events, COVID-19 information, legislative updates, operational updates, and regional information. The City's Social Media Policy establishes procedures for the use of social media, including the approval of

specific social media sites (Attachment A) as listed below.

Facebook

- City of Signal Hill
- Signal Hill Police Department
- Signal Hill Community Services Department

Twitter

- Signal Hill Police Department

LinkedIn

- City of Signal Hill

NextDoor

- City of Signal Hill

Over the last few years, the City has significantly increased its use of social media and continues to assess new opportunities. Diversifying its social media sites allows City departments to reach more stakeholders.

Analysis:

The City's Social Media Policy requires City Council approval prior to the use of any new social media site. To enhance the City's communications efforts with the general public, and to reach additional demographics, staff is requesting approval to utilize Instagram for the City, Community Services Department, and the Police Department; and Twitter for the City. The Communications Specialist, under the direction of the City Manager, will manage any two-way communication as needed per the City's Social Media Policy. Approval of the social media sites will require an amendment to Appendix A of the Social Media Policy.

Approved:

Hannah Shin-Heydorn

Attachment