

Clinton City Social Media Use Policy

Adopted:

Applicability

Clinton City has a need to augment traditional communication methods with use of social media channels. The use of social media presents both opportunities and risk to the City. In general, the City supports the use of social media to enhance communication and foster improvements.

Policy

All City Boards, Committees, Groups and Department use of social media technology shall conform to the policies, protocols and procedures contained herein.

1.0 Definitions

1.1 Social Media

Social media uses many technologies and forms, including social-networking, blogs, wikis, photo-sharing, video-sharing, apps, widgets, micro blogs, Really Simple Syndication (RSS), and more. Not all forms of social media may be appropriate for use by the City.

1.2 Official City Email Account

Email account provided by the City mail system for official City business.

1.3 Approved City Social Networking Site

Approved City social networking site refers to social networks that the City Manager's Office have assessed and approved for use.

1.4 Post

An administrator submitted message/blog in the form of, but may not be limited to, text, videos, photographs, graphics, links (hyperlinks), documents, computer applications, etc.

1.5 Comment

A user submitted response to an administrator post.

2.0 Authorized Users

2.1 City Boards, Committees, Groups and Department Heads

Within the terms of this policy, all City Boards, Committees, Groups and Department Heads have authority to determine and establish social media activity at their program or department level in cooperation with the Social Media Coordinator (Coordinator).

2.2 Social Media Coordinator

The Social Media Coordinator is appointed by the City Manager with authority to use social media on behalf of the City and responsibility to ensure the appropriateness of content.

3.0 Procedures

3.1 Requirements for Using Social Media

City Boards, Committees, Groups and Departments who choose to utilize social media shall:

1. Establish a well thought out social media work plan that compliments city policies and considers their mission and goals, audience, legal risks, technical capabilities, security issues, emergency response procedures, etc. These plans must be submitted to the Coordinator or City Manager for approval, coordination purposes and to be checked for conflicts.

3.2 Authorized Use

City Boards, Committees, Groups and Department Heads are responsible for designating appropriate levels of use. A list of designated users must be submitted to the Social Media Coordinator. Social media network usage shall be limited only to those with a clear business purpose of its use.

1. Appropriate usage levels include identifying what sites the individual is approved to use, as well as defining capability: publish, edit, comment or view only.
2. Authorized users shall review the City's social media policies and procedures and are required to acknowledge their understanding and acceptance of these policies and their scope of responsibility.
3. Violations of this policy shall be reviewed on a case-by-case basis and may result in appropriate disciplinary actions.

3.3 Authenticity Establishment

City Boards, Committees, Groups and Department social media sites shall be created and maintained with identifiable characteristics of an official City site that distinguishes them from non-professional or personal uses.

1. City social media network accounts shall be created using an official City email account.
2. Contact information should display an official City email address, include something about being the "official account", and provide a link to the City or department website.
3. The intent of the City regarding social media is for informational purposes. The designated users shall not engage in dialogue with viewers through the site, other than to provide specific information regarding a City function, activity, event or items of this nature.

3.4 Site Content

City Boards, Committees, Groups and Departments are responsible for establishing and maintaining content posted to their social media sites.

1. Contents posted on City social media sites will be considered public records.
2. The social media site is intended for informational purposes only; no games, raffles, giveaways, drawings or activities of this nature are permitted.
3. The following forms of content posted by external and authorized users may be subject to removal if they contain:
 - A. Profane language or content;

- B. Content that promotes, fosters or perpetuates discrimination;
- C. Sexual harassment content;
- D. Unauthorized solicitations of commerce or advertisements including promotion or endorsement of commercial business' or activities other than expressions of appreciation for sponsorship or significant donations to the City.
- E. Endorsement of political issues, groups or individuals; including fundraisers for any unsponsored City event;
- F. Conduct or encouragement of illegal activity;
- G. Information that may tend to compromise the safety or security of the public or public systems;
- H. Content intended to defame any person, group or organization;
- I. Content that violates a legal ownership interest of any other party, such as trademark or copyright infringement;
- J. Making or publishing of false, vicious or malicious statements concerning any employee, the City or its operations;
- K. Violent or threatening content;
- L. Disclosure of confidential, sensitive or proprietary information;
- 4. Unacceptable content and repeat individual violators shall be removed;

3.5 Records Management

Use of social media shall be documented and maintained in an easily accessible format that tracks account information.

- 1. City Boards, Committees, Groups and Departments are responsible for creating, administrating, monitoring and deactivating social media accounts.
- 2. All content is to be fully accessible to any person requesting documents from the social media sites.
- 3. Passwords, email addresses, and login information for all social media sites shall be in possession of at least three individuals or employees as designated by the Chair or Department Head, as well as provided to the Social Media Coordinator.
- 4. Content deemed inappropriate shall be promptly documented (screenshot/printout), and then be removed immediately.
- 5. Individuals (e.g., friends, fans or followers) who continue to post inappropriate content shall be removed.
- 6. The Social Media Coordinator shall maintain a directory of all official social media sites associated with Clinton City. This directory shall also appear on the City's website.

3.6 Network Security

Security controls shall be in place to protect City information and technology assets against potential destructive technical incidents.

- Computers, laptops and mobile devices used to administer City social media sites shall have up-to-date software to protect against destructive technical incidents, including but may not be limited to, cyber, virus and spyware/adware attacks.