



City of Crestview Social Media Policy

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I. PURPOSE

The City of Crestview ("City") endorses the secure use of social media to enhance communication, collaboration, and information exchange; streamline processes; and foster productivity. This policy establishes this City's position on the utility and management of social media and provides guidance on its management, administration, and oversight. This policy is not meant to address one particular form of social media, rather social media in general, as advances in technology will occur and new tools will emerge.

The City also recognizes the role social media can play in the personal lives of some City personnel. This policy therefore provides rules and guidelines regarding the personal use of social media by employees.

II. DEFINITIONS

Authorized User: Any employee, or any person acting on his/her behalf, who has been authorized by a City department head and registered and approved by the City Clerk and Information Technology Department system to establish, create, edit, or maintain any Social Media Account, and the posts it may contain, in the transaction of official business of the City.

Blog: A self-published diary or commentary on a particular topic that may allow visitors to post responses, reactions, or comments. The term is short for "Web log."

External Entity: Any person or party not employed by, or an authorized representative of, the City.

Page: The specific portion of a social media website where content is displayed, and managed by an individual or individuals with administrator rights.

Post: Content an individual shares on a social media site or the act of publishing content on a site.

Social Media: A category of Internet-based resources that integrate user-generated content and user participation. This includes, but is not limited to, social networking sites (Facebook, MySpace), business networking sites (LinkedIn), microblogging sites (Twitter, Nixle), photo- and video-sharing sites (Flickr, YouTube), wikis (Wikipedia), blogs, news sites (Digg, Reddit), and instant messaging and webcam chat sites (Skype).

Social Media Account: Any registration, login credential, tool, forum, website, or network that is created or maintained by the City or a City department for the purpose of establishing or perpetuating a Social Media presence.

Social Networks: Online platforms where users can create profiles, share information, and socialize with others using a range of technologies.

Wiki: Web page(s) that can be edited collaboratively.

III. GENERAL PROCEDURES – CITY SOCIAL MEDIA ACCOUNTS

A. Before Establishing a City Social Media Account

- Contact the City Clerk or his or her designee to discuss objectives and desired outcomes for utilizing Social Media and to help determine its effectiveness in reaching communication objectives.
- Obtain formal approval, which shall specify all Authorized Users for the project, from the applicable department head before establishing any Social Media Account.
- Obtain formal approval from the City Clerk to proceed with any proposed Social Media project.

B. When Establishing and Maintaining a City Social Media Account

- Include an introductory statement that clearly specifies the purpose and topical scope of the Social Media presence. Where possible, department Social Media Accounts should link back to City's Official website. Also, the Social Media Account should have the relevant City department's contact information prominently displayed.
- Conspicuously post a Terms of Use agreement (see Exhibit A to this policy). The agreement, in addition to its other language, shall clearly indicate that any Post is subject to public records disclosure.
- Enable features for public comments, if such capability exists, and comply with and enforce the posted Terms of Use agreement.
- Make available, to the Information Technology Department, all content such as text, images, and video placed on Social Media Accounts.
- Maintain compliance with all applicable Federal, State, and City requirements, as well as policies and procedures relating to records retention and public records requests.

IV. GENERAL GUIDELINES FOR CITY SOCIAL MEDIA ACCOUNTS

- All Authorized Users must conduct themselves at all times as representatives of the City and accordingly, shall adhere to all City rules, procedures, and standards of conduct.
- When Posting, remain focused on customer service, the City's mission and existing City commitments. Use a professional tone.
- Understand that any published content is persistent in the public domain. When speaking on behalf of the City, it should be assumed that all communications are in the public domain and available for publishing and discussion in all forms of media.
- All content posted by Authorized Users should represent the City's point of view, not the point of view of individual employees. If you are in doubt about this issue, please consult your department head or the City Clerk.
- Always protect sensitive information and personally identifiable information. Do not publish or report on conversations that are meant to be pre-decisional or

internal to the City unless leadership or management has authorized the release of such information.

- All employees must understand: 1) they are responsible for all postings they make on City Social Media Accounts; 2) City Social Media Accounts are City property and will be monitored by the City; and 3) employees should have no expectation of privacy in their use of City Social Media Accounts.
- Remember: Content on City Social Media Accounts is subject to public records laws. Relevant records retention schedules apply and content must be managed, stored, and retrieved to comply with these laws.
- Do not edit posts. Any post that violates the Terms of Use agreement should be documented for records retention and then deleted from public view. The comment maker should then be notified that he or she has violated the Terms of Use agreement, specifying any and all Terms of Use that were violated.
- Again, insure all City Social Media Account use complies with applicable mandates, laws, and policies (specifically including, but not limited to, copyright, fair use, and financial disclosure laws).

V. SECURITY GUIDELINES FOR CITY SOCIAL MEDIA ACCOUNTS

- Employ strong passwords that cannot be easily compromised.
- Periodically change passwords to City Social Media Accounts, and immediately communicate any changes to the Information Technology Department.
- Refrain from adding, installing, attaching or linking to any additional external services or applications that may potentially grant or enable access to the content, information, or posts within the Social Media Account.
- Use caution when accessing links received from any External Entity. Exercise particular caution when utilizing shortened links (links that have been shortened for ease of relaying the original link), as these may lead to a malicious site. Consider requesting the link be re-sent in another form.
- Be watchful for spoofed emails and/or website (seemingly official-looking communications that lead the user to a malicious website or attempt to solicit the user's personal or financial information).
- Follow other relevant security rules from the Information Technology Department.

VI. GENERAL GUIDELINES FOR PERSONAL SOCIAL MEDIA USE

- Be thoughtful about how you present yourself in all Social Media, where the lines between public and private, personal and professional are blurred. Also understand that what you are posting online may very well become public knowledge.
- If you choose to identify yourself as a City employee on a personal or non-work related Social Media site, take care to make sure the reader understands that you are expressing your own personal views and not those of the City. For example,

wherever appropriate, use a disclaimer such as, "This is my personal opinion and not necessarily the opinion or position of the City of Crestview."

- Employees' personal Social Media sites should remain personal in nature and should not be used for work-related purposes. Employees should not use their City e-mail account or password in conjunction with a personal Social Media account.
- Refrain from accessing personal or non-work related Social Media sites while on work time.
- In keeping with the City's Use of City Property Policy, Employees may not use City-owned property (computer, network, etc.) to access personal or non-work related Social Media sites.
- Some ethical obligations must be followed at all times, even when employees engage in Social Media use in their personal capacities. For example, employees should not disclose confidential information acquired by the employee by reason of the employee's official position.

VII. VIOLATIONS OF POLICY

Employees who violate this policy may be subject to disciplinary action, up to and including termination of employment.

EXHIBIT A

Social Media – Terms of Use

Public Comments

The City of Crestview uses social media to interact with residents, businesses, and visitors about public issues. Please submit your questions, comments, and concerns. Please note this is a moderated online discussion site and is subject to Florida Public Records Laws.

The City reserves the right to delete unacceptable submissions. The following are examples of unacceptable social networking content and comments. The list is not intended to be all-inclusive. Examples are:

- Profane or obscene language or content;
- Content that promotes, fosters, or perpetrates discrimination on the bases of race, color, religion, sex, national origin, or age;
- Solicitations of commerce;
- Conduct of illegal activity;
- Infringement of copyrights or trademarks;
- Confidential or non-public information; and
- Information that may tend to compromise the safety or security of the public or public systems.

Please note that the opinions and comments expressed on this social media site do not reflect the opinions and positions of the City of Crestview, its officers or employees.

Organizational Rules

Employees of the City of Crestview communicate via social media websites. Consequently, any communication via this social media site (whether by a City employee or the general public) is subject to monitoring and disclosure to third parties. In other words, all content posted or submitted for posting to this social media site is subject to public disclosure. Relevant City of Crestview and Florida public records retention schedules apply to social networking content. Records required to be maintained pursuant to a relevant records retention schedule shall be maintained for the required retention period in a format that preserves the integrity of the original record.