

	Administrative Policies and Procedures Manual	Date: 8/12/19 No. 408
Title: CITY OF TALLAHASSEE POLICY ON USE OF SOCIAL MEDIA		Department: Communications

408.01 STATEMENT OF POLICY

The City is committed to continuously enhancing communications methods to reach a broad audience. As a growing number of citizens in our community use social media to receive and share information and communicate their opinions, it is imperative that the City utilize these platforms as part of its efforts to enhance customer service and outreach to enhance citizen engagement. This commitment primarily stems from public expectations, the capabilities of current technology, and the rapid growth of Social Media by other local, state, and federal government entities, all of which serve as an indication that Social Media can be used effectively to enhance communications.

Social networking in government serves to directly communicate and deliver information to citizens for the purpose of informing the public about government matters and to help facilitate citizen involvement, interaction, and feedback on specific issues involving their government’s business.

The City recognizes that many City employees use Social Media in their personal lives, and this policy also provides guidelines for City employees when they communicate on Social Media as a private citizen.

The City desires to establish a standard for interaction with social media tools and their associated technology, to provide guidance and information related to the City’s and employees’ use of social media, and to maintain integrity of the City’s presence in Social Media.

408.02 AUTHORITY

City Manager

408.03 OBJECTIVE or MANAGEMENT POLICY STATEMENT

It is the policy of the City Manager to have adopted standards to ensure all interaction with Social Media, and its accompanying disciplines, provides a standard approach to the sharing of information on and in various public domains to provide consistent and appropriate communication across all Social Media.

408.04 SCOPE AND APPLICABILITY

This policy, and its provisions, apply to and serve as a guide to all City employees, departments, and contracted entities and anyone acting on behalf of, appearing to act on behalf of, or in the name of the City that distribute information on behalf of the City while engaging in any social media activities implied or directed. Additionally, the City recognizes that many City employees use Social Media in their personal lives, and this policy provides guidelines when communicating on Social Media sites as a private citizen.

408.05 DEFINITIONS

Social Media are various forms of internet-based user-created content tools, such as social networks, web and mobile phone applications, blogs, photo and video sharing, podcasts, wikis, message boards, and online forums. Technologies include, but are not limited to, picture and video sharing, wall postings, email, instant messaging, and music sharing. Examples of social media applications include, but are not limited to: Google and Yahoo Groups (reference, social networking); Wikipedia (reference); Facebook (social networking); YouTube (social networking, video sharing); Flickr (photo sharing); Twitter (social networking, microblogging); Skype (instant messaging, webcam chat); Nextdoor (social networking groups); LinkedIn (business networking); Instagram (social networking); and news media comment sharing/blogging. This policy covers all social media tools that provide information sharing platforms – both current and future.

Social Networking is the practice of expanding one’s business and/or social contacts by making connections using a range of social media tools including blogs, video, images, tagging, lists of friends, forums, and messaging that use the Internet to promote such connections through web-based groups established for that purpose.

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

Authorized User shall mean any employee, or any person or contractor acting on their behalf, who has been authorized by their Department Director and registered with and approved by the Department of Communications 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 of Tallahassee including anyone acting on behalf of, appearing to act on behalf of, or in the name of the City.

Post shall mean any email, message, picture, graphic, image, advertisement, notification, feed, stream, transmission, broadcast, podcast, video, instant message, text message, blog, microblog, status update, wall post, comment, and any and all other forms, means, or attempts at collaboration or communication that is uploaded, posted to, or otherwise displayed on or transmitted by any Social Media Account or Network.

Content shall mean any posts, writings, material, documents, photographs, graphics, or other information that is created, posted, distributed, or transmitted via social media.

External Entity shall mean any person or party not employed by, or an authorized representative of, the City of Tallahassee.

External Information shall mean any Social Media Post by any External Entity and the information or substance it contains.

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EDMS shall mean the City’s Electronic Document Management System as maintained by the City Treasurer-Clerk.

408.06 RESPONSIBILITIES

Authorized Users are responsible to ensure Social Media posts provide accurate information, professional presentation, and are relevant and on topic with the City’s mission. Care must be taken to ensure that grammar and spelling are correct. Mistakes must be corrected quickly.

Department

Before Establishing a Social Media Account

- Approval from the Department of Communications is required to establish any Social Media Account for a City department, program, or initiative. To obtain approval, contact the Department of Communications to discuss objectives, Authorized Users, and desired outcomes for utilizing social media and to help determine its effectiveness in reaching the communication objectives.
- Explore existing City accounts to avoid duplication. For example, the City has a primary YouTube account that should be utilized for all video content.
- Obtain formal approval from the Department of Communications to proceed with any proposed social media project and/or campaign.
- Obtain a completed User Agreement Form, as provided by the Department of Communications, for each Authorized User and store that agreement in the employee’s personnel file in the EDMS. Authorized User agreements must be updated annually.
- Establish the Social Media Account using a Talgov.com email address created by T&I specifically for the account and provide all access credentials to both T&I and the Department of Communications, including all subsequent modifications to credentials.

When Establishing the Social Media Account and During Maintenance of the Social Media Account

- Ensure Social Media Account name, profile picture, and cover photo is easily identifiable as an official account of the City of Tallahassee and in accordance with City branding standards.
- 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 Talgov.com for the purpose of downloading any forms, documents, and other information.
- Conspicuously post a Terms of Use Agreement approved by the Department of Communications and the City Attorney’s Office. 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.

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- Make available to the Department of Communications all content such as text, images, and video placed on Social Media Accounts for possible placement on Talgov.com.
- Maintain compliance with all applicable Federal, State, and City requirements, policies and procedures relating to records retention and public records requests.

Technology & Innovation (T&I)

- Respond to any requests for guidance or opinion regarding technology or information systems security.
- Archive content. T&I will be responsible for ensuring content posted to social media is archived in accordance with the Public Records Law. Any content that is removed may also be considered “public records” and will be archived as required by law to the extent possible using then-current reasonable options.

Department of Communications

- Review and approve proposals for new social media projects, platforms, and accounts and provide formal approval or denial.
- Provide counsel to the department as to the appropriate use of the social media tool and guidance as to the types of information that should be released.
- Monitor content on each Department Social Media Account to ensure adherence to the guidelines in this policy. Inappropriate use may result in the removal of the department page or account from these social media sites.
- Monitor Department Social Media Accounts to determine if they are actively performing in a manner that effectively communicates the City’s message, reserving the right to post, reply, edit content, and delete any City accounts as needed at any time without notice.

City Attorney’s Office (Legal)

- Review and approve any departmental changes or additions to the Terms of Use Agreement, or the general disclaimer, as requested.
- Render opinions on matters regarding disclaimers, terms of use, and privacy concerns as they arise.
- Provide opinions on matters of public records, in accordance with City Administrative Policy 206.

408.07 GENERAL PROCEDURES

- Each City Social Media Account must include an introductory statement that clearly specifies its purpose and topical scope. Where possible, department social networking sites should link back to Talgov.com for forms, documents, and other information.
- All social media sites must clearly indicate that all posts are subject to public records laws.

- Platforms with limited or restricted access should only be created for internal use (i.e., for use to allow employees to communicate among themselves) and only after approval by the Department of Communications. When using platforms that limit access, the Director of Communications or his/her designee must identify an appropriate platform for use and establish the guidelines for access and monitor access for compliance.

408.08 GENERAL GUIDELINESAuthorized Users – City Accounts

1. Review and understand the Ethical Code of Conduct and prohibited activities enforced by City of Tallahassee policy. Acknowledge that violations of these policies may result in disciplinary actions by completing a User Agreement Form annually.
2. If you see a post from the public that violates the Terms of Use Agreement or disclaimer, notify the comment maker that he or she has violated the Terms of Agreement, specifying any and all Terms of Use that were violated. Document the post (screenshot if possible) for records retention and then delete from public view.
3. The City of Tallahassee is responsible for all content published by Authorized Users on City Accounts. When speaking on behalf of the City, ensure all content posted represents the City's point of view and not those of individual employees. If you are in doubt, please contact the Department of Communications or the City Attorney's Office.
4. Always protect sensitive information. Do not publish or report on conversations that are meant to be pre-decisional or internal to the City of Tallahassee unless City management has authorized the release of such information.
5. Remain focused on customer service, the City of Tallahassee's mission, and existing City of Tallahassee commitments. Do not allow social media use to interfere with primary job duties, unless such use is a primary duty or an essential job function.
6. Ensure Social Media Account implementation and use complies with applicable mandates, including, but not limited to: Section 508 of the Rehabilitation Act of 1973, ISS Security Policy (Administrative Policy 809), Chapter 119 Florida Statutes, City Policies 140 and 146 (Records Retention and Public Records - Administrative Policy 206), American with Disabilities Act, and any other applicable Federal, State, or City policy.
7. Exercise caution while interacting with any External Entity, both known and unknown to the user, and the information that the Entity may provide or post. External Information shall not be utilized, commented on, or re-posted, unless the information has been verified or corroborated as true and accurate by independent and/or reputable resources.

8. Respect copyright, fair use, and financial disclosure laws.

City Employees – Personal Social Media Activity

1. City employees who use Social Media for strictly personal use outside of the workplace do not require approval for such use. However, it is possible for these types of tools to sometimes blur the line between professional and personal interactions. Employees are reminded that as representatives of the City this policy must be taken into consideration when participating in Social Media interactions, particularly when identifying themselves as employees of the City or when context might lead to that conclusion. Employees should use discretion and common sense when utilizing Social Media to help prevent inadvertently compromising professional, legal, or ethical standards.
2. Employees should limit time on personal Social Media accounts while at work.
3. Employees wishing to share City of Tallahassee information on their personal pages should share posts from official City Accounts to avoid the appearance that the employee is the source or that he/she is speaking on behalf of the City of Tallahassee. Employees should have no expectation of privacy once they have engaged in posting about City-related business via a personal social media account.
4. Employees should report social media activity that is promoting inaccurate information related to the City of Tallahassee to the Department of Communications.
5. Employees are to consult the Department of Communications before discussing City of Tallahassee related matters via social networking sites.
6. All employees should understand the perception of their City of Tallahassee association. If you identify yourself as a City of Tallahassee employee or have a public facing position for which your City of Tallahassee association is known to the general public, ensure your profile and related content (even if it is personal and not an official nature) is consistent with how you wish to present yourself as a City of Tallahassee professional, appropriate with the public trust associated with your position, and conforming to existing standards that already exist in City of Tallahassee policies. Employees are expected to be truthful, courteous, and respectful toward supervisors, co-workers, citizens, customers, and other persons associated with the City. Employees shall not engage in name-calling or personal attacks or other such demeaning behavior.
7. Employees, City contract employees, and City volunteers shall not use their City email account or password in conjunction with a personal Social Media site.

408.09 SECURITY GUIDELINES

In general, Approved Users should show caution when interacting with external entities, those both known and unknown to the user. If at all in doubt of the legitimacy of any information sent to you, please avoid said information or contact the Department of Communications to report the information.

The following guidelines should be adhered to:

- Employ strong passwords, as defined in ISS Security Policy (Administrative Policy 809), which cannot be easily compromised by cyber-attacks.
- Periodically change passwords to social media accounts and immediately communicate any changes to Department of Communications.
- Use caution when 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 External Entities.
- Exercise 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. Avoid clicking on shortened links. 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). Consult T&I regarding any security related matter.

408.10 TERMS OF USE

It shall be the policy of the City of Tallahassee that the following agreement must be continuously and conspicuously posted on each Social Media Account established and maintained by the City of Tallahassee, if such capability exists. The agreement shall also be posted on Talgov.com for easy access:

- Inappropriate comments are subject to deletion by the administrator of this account. If you don't comply with the posting guidelines, an administrator will contact you and your message will be removed. If you post inappropriate content a second time, an administrator will contact you and you will be blocked from posting any more information to the site.
- This forum is not monitored at all times. Do NOT use this forum to report emergency situations or time-sensitive issues.

Please follow these guidelines when posting:

- Content containing graphic, obscene, or explicit comments or submissions; or comments that are abusive, threatening, hateful, or intended to defame anyone or any organization; or comments that suggest or encourage illegal activity will not be tolerated.

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- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, gender identity, or sexual orientation will not be tolerated.
- Content posted by persons whose profile picture or avatar, username, or email address contains any of the aforementioned prohibited conduct will not be tolerated.
- Content should be related to the subject matter of the social media site where it is posted.
- Solicitations or advertisements are not permitted. This includes promotion or endorsement of any financial, commercial, or non-governmental agency or attempts to defame or defraud anyone.
- Information intended to compromise the safety or security of the public or public systems will not be tolerated.
- You participate at your own risk, taking personal responsibility for your comments, your username, and any information provided.
- All comments are subject to public records law.

The appearance of external links on this site does not constitute official endorsement on behalf of the City of Tallahassee.

408.11 FAILURE TO COMPLY

Non-compliance with this policy may result in any or all of the following:

- Limitation or revocation of an individual or City Department’s right to use or participate in City related Social Media;
- Removal of posts or social media accounts; and/or
- Corrective or disciplinary actions or sanctions.

408.12 EFFECTIVE DATE:

September 20, 2010

November 8, 2017

REVISED: 8/12/19