

CITY OF REDDING
Personnel Policies and Procedures Manual

Section: Miscellaneous

Subject: Social Media Use Policy & Procedures

Personnel Director:  Date: 8/18/15

City Manager:  Date: 8/18/15

City Council Resolution No. (if applicable): N/A Effective Date: 8/19/15

Purpose

To address the channels for disseminating time-sensitive information quickly and to better engage with residents and businesses in communicating and obtain information about the City of Redding online, the City of Redding's (the "City") departments may consider using social media tools to reach a broader audience. The City encourages and supports the secure use of social media to further enhance the organizational goals of the City and the missions of its departments, where appropriate.

The City has an overriding interest and expectation in deciding what is "announced" or "spoken" on behalf of the City on social media sites. This policy establishes internal procedures for the use of social media. Social networking sites continue to grow in popularity and functionality, with government agencies using Social Media to promote activities, programs, projects and events. This standard is designed for City departments looking to drive traffic to department websites and to inform more people about City activities.

Definition of Social Media: Social Media refers to activities that integrate technology, social interaction and content creation, through an internet website which provides a virtual community for people interested in a particular subject or communicating with each other. This media allows people to generate, organize, share, edit and comment on web content (commentary shall be limited to City programs or services) by means of RSS and other web feeds, blogs, mashups, widgets, wikis, podcasts and photo- and video-sharing, to name a few. Examples of such Social Media sites include, but are not limited to, Facebook, Twitter, Instagram, Pinterest, Blogs, YouTube, Flickr, and LinkedIn.

Applicability

This policy applies to all City of Redding employees and approved volunteers, consultants, service providers and contractors performing social media support or business on behalf of a City department.

Policy

City of Redding social media sites are for official purposes only. All of the City's social media sites that are posted by departments and offices will be subject to initial approval by the City Manager's

Office. Access including login and passwords to the City's social media accounts will be established and maintained by the I.T. Division. The City's website (<http://www.ci.redding.ca.us/>) will remain the City's primary and predominant internet presence. Social Media will not be the primary tool used for disseminating emergency information. The most appropriate uses of social media tools are as informational channels to increase the City's ability to broadcast its messages to the widest possible audience. When applicable, content posted to the City's social media sites will also be made available on the City's website. Wherever possible, content posted to the City's social media sites must contain hyperlinks directing users back to the City's official website for in-depth information, forms, documents or online services necessary to conduct business with the City of Redding. As is the case for the City's website, the department's director or designee will be responsible for the content and upkeep (including maintenance and monitoring) of any social media site that department may create.

The City's social media sites shall comply with all City policies. The City's social media sites are subject to the California Public Records Act. Any content maintained in a social media format that is related to City business, including a list of subscribers and posted communication may be public record. The City will coordinate archival tools for departmental social media pages. The Department maintaining the site is responsible for responding completely and accurately to any public records request for public records on social media; provided, however, such requests shall be handled in collaboration with the City Clerk and City Attorney's Office. Content related to City business shall be maintained in an accessible format so that it can be produced in response to a request. Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting may be subject to public disclosure upon request.

The City of Redding reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law. The City also reserves the right to terminate any City social media site at any time without notice.

Procedures

Whenever a department determines it has a business need for a Social Media account, it will submit a request to the City Manager's Office, or his/her designee, outlining the business need for the Social Media sites. Upon approval, the Department Director, or his/her designee, will coordinate all new accounts with the I.T. Division. This will allow I.T. to maintain a roster of active City Social Media sites, register or establish new accounts, and maintain all log-in information.

Department Directors are responsible for determining who is authorized to use social media on behalf of the Department, and for designating appropriate access levels. Authorized users shall follow the "City of Redding Content Guidelines for Social Media," established and maintained by the Personnel Department.

The I.T. Division will also approve all new social media tools proposed for City use and will maintain a list of acceptable social media tools for use by City departments and staff. The department's decision to use social media shall be a risk-based business decision. The Department's Director or designee will inform the I.T. Division of any new social media sites or administrative changes to existing sites. The City must be able to immediately edit or remove content from social media sites. All escalating social media site complaints must be forwarded and handled by the City Manager's Office or his/her designee.

City of Redding Social Media Content Guideline

Department Directors shall provide all authorized users a copy of the Personnel “Social Media Use Policy & Procedures.” All individuals authorized to post items on any of the City social media sites will review, be familiar with, and comply with the policy, the City of Redding Content Guidelines included herein, and the social media site’s use policies and terms of conditions.

The following social media tools have been approved by the City and standards have been developed for their use: Twitter, Instagram, Facebook, Pinterest, LinkedIn. The use of other sites must be approved by the I.T. Division. Once I.T. has created you new department Social Media account, the Department page must contain contact information for the City Department and/or program. For 'type' description, choose “government.” The City logo must be the profile picture. Social Media pages developed by the City will be branded as “official” and must include a text statement that reads, “This is an official City of Redding page.” The Information/About/Profile pages must include links to both <http://www.ci.redding.ca.us/> and the City’s Social Media Use Policy and Procedures. The primary page name must be descriptive of the department. Each department will choose carefully with due consideration given to abbreviations, slang iterations, and proper grammatical usage. Departments will include a mission statement or appropriate text in the introduction box on the Wall Page. The content of City social media sites will only pertain to City-sponsored or City-endorsed programs, services, and events.

Using the appropriate tool for the given social media account, the “About” or equivalent section should contain a department/program description and the following:

“This is an official social media page for the City of Redding. This page is maintained by the City and complies with the City’s Social Media Use Policy & Procedures. For more information about the City of Redding please visit <http://www.ci.redding.ca.us/>. This site is intended to serve as a mechanism for communication between the public and the department on the listed topics and as a forum to further the mission of the department. Any comment submitted to this page may be considered a public record which is subject to disclosure pursuant to the California Public Records Act. Public information requests must be directed to the City Public Information Officer.”

If comments are enabled on the social media site, the appropriate “Comment Policy” section must include the following disclaimer:

“Comments posted to this page will be monitored and shall be limited to City programs or services only, and inappropriate content will be removed as soon as possible. Under the City of Redding Social Media Use Policy and Procedures, the City reserves the right to remove inappropriate content, including, but not limited to, those items that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, promote illegal activity and promote commercial services or products. The City disclaims any and all responsibility and liability for any materials that the City deems inappropriate for posting, which cannot be removed in an expeditious and otherwise timely manner.”

Users and visitors to the City’s social media sites shall be notified that the intended purpose of the site is to serve as a means of communication between City departments and members of the public, and that commentary shall be limited to City programs or services only. Users shall be notified that public disclosure requests must be directed to the relevant department’s director or designee. The City’s

social media site articles, posts and comments containing any of the following forms of content shall not be allowed and shall be removed as soon as possible:

- Profane language or content
- 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 or sexual orientation
- Sexual content or links to sexual content
- Solicitations of commerce
- Conduct or encouragement of illegal activity
- Information that may compromise the safety or security of the public or public systems
- Content that violates a legal ownership interest of any other party

Users shall be informed by posting to the City's social media sites that the City disclaims any and all responsibility and liability for any materials that the City deems inappropriate for posting, which cannot be removed in an expeditious and otherwise timely manner.

These guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available, in accordance with the City's policy on the retention of such information. Again, as outlined in the Social Media Policy, the City will coordinate archival tools for departmental social media pages. The City reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law. The City also reserves the right to terminate any City social media site at any time without notice.

If there are postings of photos and/or videos of the public, staff must secure waivers by individuals depicted in the photo and/or video. Postings may not contain any personal information, except for the names of employees whose job duties include being available for contact by the public.