



Social Media Policy

INTERNAL POLICY

Purpose

This document defines the social networking and social media policy for the City of Page. To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, the City of Page departments may consider using social media tools to reach a broader audience.

The City of Page has an overriding interest and expectation in deciding what is “spoken” by its employees or volunteers on its behalf on social media sites. This policy establishes guidelines for the use of social media.

Acceptable Use

Personal Use

All City employees or volunteers may have personal social networking, Web 2.0 and social media sites. These sites should remain personal in nature and be used to share personal opinions or non-work related information. Employees or volunteers shall not speak on behalf of the City unless specifically authorized by the City. Following this principle helps ensure a distinction between sharing personal and agency views.

City employees must never use their City e-mail account or password in conjunction with a personal social networking, Web 2.0 or social media site.

Whether or not you specify on your personal social media accounts that you work for the City, your employment with the City is public record. Be mindful that whenever you discuss issues online, whether in a personal or professional capacity, your comments can be tied back to your employment with the City. Please ensure your profile and related content (even if it is personal and not official in nature) is consistent with how you wish to present yourself as a professional and appropriate with the public trust associated with your position. Have no expectation of privacy. If you are a City employee or volunteer and decide to have a personal social media, Web 2.0 or social networking site and decide to comment on posts about City business, you must:

- State your name when discussing City business; and
- Use a disclaimer to indicate that you do not speak on behalf of the City such as: “The postings on this site are my own and don’t reflect or represent the opinions of the City of Page.”

Professional Use

Only individuals authorized by the City may publish content to an agency Web site or agency social media. All official City-related communication through social media, Web 2.0 and social networking outlets should remain professional in nature and should always be conducted in accordance with all City policies. Employees or volunteers must not use official City social media, Web 2.0 or social networking sites for political purposes, to conduct private commercial transactions, or to engage in private business activities.

Agency employees should be mindful that inappropriate usage of official City social media, Web 2.0 and social networking sites can be grounds for disciplinary action.

Approval and Registration

All City social media sites shall be (1) approved by the City IT Department; (2) published using approved social networking platform and tools; and (3) administered by IT or their designee.

Oversight and Enforcement

Employees representing the City of Page through social media outlets or participating in social media features on City websites must maintain a high level of ethical conduct and professional decorum. Failure to do so is grounds for revoking the privilege to participate in City social media sites, blogs, or other social media features and may result in disciplinary action.

Information must be presented following professional standards for good grammar, spelling, brevity, clarity, accuracy, and avoid jargon, obscure terminology, or acronyms.

City employees recognize that the content and messages they post on social media websites are public and may be cited as official City statements. Social media should not be used to circumvent other City communication policies, including news media policy requirements.

City employees may not publish information on City social media sites that violates any City policy or that includes:

- Confidential information;
- Copyright violations;
- Profanity, racist, sexist, or derogatory content or comments;
- Partisan political views; or
- Commercial or political endorsements or SPAM.

If any content is posted to City social media sites that is in violation of the City's External Policy and is therefore subject to removal, the City authorized user for the site may remove the applicable content but shall immediately notify the City IT Department and City Attorney's Office and shall retain a copy of the removed content.

Records Retention

Social media sites contain communications sent to or received by the City and its employees, and such communications may therefore be public records subject to the Arizona Public Records Law and ARS §41-151.12 with the associated retention schedules. These retention requirements apply regardless of the form of the record (for example, digital text, photos, audio, and video). The Department maintaining a site shall preserve records pursuant to a relevant records retention schedule for the required retention period in a format that preserves the integrity of the original record and is easily accessible. Furthermore, retention of social media records shall fulfill the following requirements:

- Social media records are captured in a continuous, automated fashion throughout the day to minimize a potential loss of data due to deletion and/or changes on the social networking site.
- Social media records are maintained in an authentic format (i.e. ideally the native technical format provided by the social network, such as XML or JSON) along with complete metadata.
- Social media records are archived in a system that preserves the context of communications, including conversation threads and rich media, to ensure completeness and availability of relevant information when records are accessed.
- Social media records are indexed based on specific criteria such as date, content type, and keywords to ensure that records can be quickly located and produced in an appropriate format for distribution (e.g. PDF).
- Each employee who administers one or more social networking sites on behalf of the City has self-service, read-only access to search and produce relevant social media records to fulfill public information and legal discovery requests as needed.

The City of Page utilizes an automated archiving solution provided by ArchiveSocial to comply with applicable public records law and fulfill the above record retention requirements. The City archive is available at: archivesocial.com.

EXTERNAL POLICY

The following guidelines must be displayed to users on all social media sites or made available by hyperlink.

Moderation of Third Party Content

The City of Page social media site serves as a *limited public forum* and all content published is subject to monitoring and moderation. 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.

- A. Profane or obscene language or content;
- B. Content that is threatening, harassing or discriminatory, including name calling;
- C. Advertises or promotes a commercial product or service, or solicitations of commerce;
- D. Infringement on copyrights or trademarks;
- E. Confidential or sensitive personal information;
- F. Incites or promotes violence or illegal activities;
- G. Promotes or endorses political campaigns or candidates; or
- H. Spam comments, such as the same comment posted repeatedly.

Please note that the opinions and comments expressed on this social media site do not reflect the opinions and positions of the City of Page.

Public Records Law

The City of Page social media sites are subject to applicable public records laws. Any content maintained in a social media format related to agency business, including communication posted by the City of Page and communication received from citizens, is a public record. The Department maintaining the site is responsible for responding completely and accurately to any public records request for social media content.