

CITY OF MADERA Administrative Policy	Policy No. AP-62
	Date Adopted: May 1, 2013
	Date(s) Revised: N/A
Subject: Social Media Tools for Official City Business	

This policy is to be read and applied in conjunction with the City of Madera Social Media Use Standards and Procedures.

Purpose

To address the fast-changing landscape of the Internet and the way residents and businesses communicate and obtain information about the City of Madera ("City") online, the City's departments may consider using social media tools to reach a broader audience and increase citizen engagement. The City encourages the use of social media to further the goals of the City and its departments, where appropriate, through dissemination of information about the City's mission, meetings, activities and current issues to members of the public.

The City has an overriding interest and expectation in deciding what is "announced" or "spoken" on behalf of the City on social media sites. The purpose of this policy is to set forth the City's policies and procedures regulating the City's presence on social media websites and regulating employees who are responsible for maintaining the City's presence on social media websites. This policy does not govern or regulate the personal use of social media sites by City employees or the privacy rights associated therewith.

"Social media" and "Web 2.0" are terms used interchangeably to refer to activities that integrate technology, social interaction and content creation. This media allows people to generate, organize, share, edit and comment on web content. Examples of social media include, but are not limited to, Facebook, Twitter, YouTube, Blogs, Really Simple Syndication ("RSS"), LinkedIn, and Flickr.

The goals of City of Madera social media sites are to:

- Increase the public's knowledge, trust, and use of City services;
- Promote the value and importance of City services among and between governing officials, civic leaders, and the general public; and
- Provide an additional avenue of communication with members of the public and the news media.

Ownership

All social media communications composed sent, or received on City equipment or City social media accounts are the property of the City. While the social media sites are administered by the City, the content on the sites is not entirely controlled by the City. The City does not endorse any links or advertisements on its social media sites placed by the site owners or their vendors or partners.

General Policy

- Social Media Use Standards and Procedures shall be developed and implemented. These Standards and Procedures will establish guidelines for the administration and use of City social media sites in conjunction with this Policy.
- The City authorizes the use of Facebook and Twitter by its departments subject to the approvals set forth in the Social Media Use Standards and Procedures which may be amended as required. The use of any other social media tools must be approved by the City Administrator or designee and the IS Department.
- All of the City's social media sites that will be created by departments will be subject to approval by the City Manager or designee.
- The most appropriate uses of social media tools are as a marketing tool and as an informational channel to increase the City's ability to broadcast its messages to the widest possible audience.
- The City's website (<http://www.cityofmadera.org>) will remain the City's primary and predominant internet presence.
- Content posted to the City's social media sites must have a direct correlation to information 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 Madera.
- Social media will not be the primary tool used for disseminating emergency information. Emergency information may be released on social media sites, but not before release through the City standard channels and procedures.
- As is the case for the City's website, the department's director or designee will be personally responsible for the content and upkeep (including maintenance and monitoring) of any social media site that the department may create.
- The City's social media sites must comply with all appropriate City of Madera policies and procedures, including but not limited to:
 - City of Madera Social Media Use Standards and Procedures.
 - Internet, E-Mail and Electronic Media Use Policy.
 - City Information Systems (IS) security policies and guidelines.
 - City of Madera anti-harassment and anti-discrimination policies.
- The City's social media sites are subject to California's civil discovery statutes and 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 (with certain exceptions) is a public record. The Department maintaining the site is responsible for forwarding to the City Clerk any public records request for public records on social media. Content related to City business must be maintained in an accessible format so that it can be produced in response to a request (see the City's Social Media Use Standards and Procedures – Section V, Archiving). Wherever possible, such sites must clearly indicate that any articles and any other content posted or submitted for posting may be or are subject to public disclosure upon request. Users shall be notified that public disclosure requests must be directed to the City Clerk.

- California law and relevant City records retention schedules apply to social media formats and social media content. Unless otherwise addressed in a specific social media standards document, the department maintaining a site must preserve records required to be maintained pursuant to an applicable records retention schedule for the required retention period in a format that preserves the integrity of the original record and is easily accessible (see the City's Social Media Use Standards and Procedures – Section V, Archiving).
- City social media sites shall be managed consistent with the Brown Act. Members of the City Council and City advisory bodies should refrain from responding to any published postings, or from using the site to respond to, blog, engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the body.

Comment Policy

- Users and visitors to the City's social media sites must 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. All comments posted to the City's social media sites will be monitored. The City's social media site articles, posts and comments containing any of the following forms of content will not be allowed and must 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, sexual orientation or any other basis protected by state or federal law;
 - Sexual content or links to sexual content;
 - Solicitations of commerce and other pure commercial speech;
 - Conduct or encouragement of illegal activity;
 - Comments in support of or opposition to political campaigns or ballot measures;
 - Information that may compromise the safety or security of the public or public systems or employees; and
 - Content that violates a legal ownership interest of any other party.
- Users and visitors to the City's social media sites must also be notified that:
 - A comment posted by a member of the public on any City of Madera social media site is the opinion of the commentator or poster only, and the publication of a comment does not imply endorsement of, or agreement by, the City of Madera, nor do such comments necessarily reflect the opinions or policies of the City of Madera. The City reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law. Notwithstanding the foregoing, the City of Madera is not obligated to take such actions, and 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.
 - By posting a comment, users agree to indemnify and hold harmless the City of Madera, its officers and employees from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred by any of them which arise out of or are related to content posted by users. If a user does not agree to these

terms, the individual should not use the City of Madera's social media sites as a violation of these terms may lead to legal liability.

- The City does not guarantee the authenticity, accuracy, appropriateness, or security of external links, websites or content linked thereto.

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- The above comment guidelines and disclaimers ("Terms of Use") 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 (see the City's Social Media Use Standards and Procedures), in accordance with the City's policy on the retention of such information.

CITY OF MADERA SOCIAL MEDIA USE STANDARDS AND PROCEDURES

These Standards and Procedures are to be read and applied in conjunction with the City of Madera's Social Media Policy.

I. Administration of the City's Social Media Sites

- A. The City will approach the use of social media tools as consistently as possible, enterprise wide.
- B. The Information Systems (IS) Department will maintain a list of social media tools which are approved for use by City departments and staff. The City specifically authorizes the use of Facebook and Twitter ("social media sites") by its departments. All new social media tools proposed for City use must be approved in writing by the City Administrator's Office through the IS Manager prior to implementation.
- C. Whenever a department determines it has a business need for a social media account, it shall submit a request to the City Administrator or designee. Once approved, the IS Department will work with the initiating department to create a basic page for that department. The use of personal email accounts or contact information by any City employee is not allowed for the purpose of creating, monitoring, or accessing a City social media site. The department's director will designate one or more staff members as page administrators who will be responsible for monitoring, maintaining and updating the content on each of the department's social media site(s). Only the designated page administrator(s) or IS Department will be authorized to access the established social media sites for the purposes of adding or updating on behalf of the City or department and ensuring that the content is not stale. Only the page administrator(s) shall be authorized to access the established social media sites for purposes of removing content and they may do so only after consultation with the City Attorney. The City Administrator will be notified in writing of what content was removed and the content will be properly archived prior to removal.
- D. The IS Department will maintain a list of the City's social media sites, including login and password information. The department's director or designee will inform the IS Department of any new social media sites or administrative changes to existing sites.
- E. The City must be able to immediately edit or remove content from social media sites.

II. Use of Social Media Tools by Designated Employees

Employees authorized to use social media sites must be provided with a copy of the City's Social Media Policy and Social Media Use Standards and Procedures, and are required to acknowledge their understanding and acceptance in writing. Designated employees shall only address issues within the scope of their specific authorization.

When using social media tools, City employees designated by their department's director to maintain, monitor and update their department's official approved social media site will act in a professional manner by:

- A. Only using the departments login to post information to the site;
- B. Using appropriate language that is professional in nature and grammatically correct;
- C. Being aware that what is written will not only reflect on the writer, but also on the elected officials and employees of the City of Madera;
- D. Not posting personal opinions and avoiding controversy;
- E. Not posting or releasing proprietary, confidential, sensitive, private or personally identifiable information;
- F. Not soliciting, engaging in or endorsing any commercial or political activities; and
- G. Being aware that all content added to a site is subject to the California Public Records Act and civil discovery statutes in legal proceedings.

III. Recommended Guidelines for the Successful Use of Social Media Tools

- A. Departments wishing to establish a social media presence are required to regularly maintain and monitor their approved department site. Therefore, the department's director should determine in advance who will contribute to the site and how much time will be necessary to maintain and monitor it.
- B. For efficiency and consistency, consider using "found content" (i.e. ready-made information from City email, website, press releases, etc.) rather than drafting original content. Any content posted on a department's social media site must be consistent with any content posted on the City's official website and must not be contrary to any City policy or federal, state or local law.
- C. Posting daily is not necessary. Posts should be updated only when there is new, worthwhile information to share, such as upcoming meetings, developments on significant projects and other newsworthy events.

- D. All posts should be concise and fact-based. Designated employees responsible for updating the department's social media site must not post personal opinions or take an adversarial tone and must conduct themselves as representatives of the City at all times.
- E. When appropriate, use images to enrich postings and provide informational value. Appropriate images may include photographs of civic events or graphs and charts. However, any posted images must not violate applicable copyright or ownership laws. The City Administrator will have the final authority in determining what images are appropriate.
- F. Correct mistakes promptly. Do not alter previous posts without indicating that you have done so.

IV. Comments and Posts by the Public

Comments by members of the public on any approved City social media site should be directly related to the content on the information or articles posted by the department. Submission of comments by members of the public constitutes participation in a limited public forum. It is not intended that use of social media sites guarantees the right to protected free speech. Each department is responsible for monitoring postings, and taking appropriate action when necessary to protect site visitors from inappropriate or technically harmful information and links.

To the extent possible, each Department social media site must include the following information:

"This is the official page/account of the City of Madera _____ Department. If you are looking for more information about the City of Madera, please visit www.cityofmadera.org. 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/account and its list of fans/followers may be considered a public record which may be subject to disclosure pursuant to the California Public Records Act.

Comments posted to this page will be monitored and inappropriate content will be removed as soon as possible. Under the City of Madera Social Media Policy, the City reserves the right to remove inappropriate content, including, but not limited to:

1. Profane language or content;
2. 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, sexual orientation or any other basis protected by state or federal law;

3. Sexual content or links to sexual content;
4. Solicitations of commerce and other pure commercial speech;
5. Conduct or encouragement of illegal activity;
6. Comments in support of or opposition to political campaigns or ballot measures;
7. Information that may compromise the safety or security of the public or public systems or employees;
8. Content that violates a legal ownership interest or intellectual property rights of any other party.

A comment posted by a member of the public on any City of Madera social media site is the opinion of the commentator or poster only, and the publication of a comment does not imply endorsement of, or agreement by, the City of Madera, nor do such comments necessarily reflect the opinions or policies of the City of Madera.

The City reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law. Notwithstanding the foregoing, the City of Madera is not obligated to take such actions, and 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.

By posting a comment, users agree to indemnify the City of Madera, its officers and employees from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred by any of them which arise out of or are related to content posted by users. If a user does not agree to these terms, the individual should not use the City of Madera's social media sites as a violation of these terms may lead to legal liability.

The City neither guarantees the authenticity, accuracy, appropriateness nor security of external links, websites, or content linked thereto."

Where a post or comment by a member of the public includes a hyperlink, the linked content is to be reviewed by the department's director or designee to assure the content of the hyperlink is not inconsistent with this policy.

V. Archiving

The City's social media sites are subject to California's civil discovery statutes and the California Public Records Act. All content subject to the City's records retention policy must be maintained consistent with that policy. Such content must be maintained in a format that preserves the integrity of the original record and must be easily accessible using the approved City platform and tools. Any content submitted for posting that is deemed unsuitable because it is inappropriate under this policy must also be retained pursuant to the applicable record retention schedule.

VI. Facebook Standard

A. Purpose

Facebook is a social networking site that continues to grow in popularity and functionality. Businesses and government agencies have joined individuals in using Facebook to promote activities, programs, projects and events. This standard is designed for City departments looking to drive traffic to City and department web pages and to inform more people about City activities. These standards should be used in conjunction with the Social Media Policy. As Facebook changes, these standards may be updated as needed.

B. Type of "Pages"

The City will create "pages" in Facebook (not "groups"). Facebook "pages" offer distinct advantages including greater visibility, customization and measurability.

C. Format

1. For 'type' description, choose "government."
2. The main image must be the City logo, department logo, or an appropriate photo subject to approval by the department's director. If it is not the City's logo, the City's logo must be one of the profile pictures.
3. Departments will include a mission statement and department/program description or other appropriate text in the introduction box on the Wall Page.
4. Using the "About" field in the information section or the FBML static page application, a boilerplate section will contain the following:

"Welcome to the official City of Madera [name of department] Facebook page. This page is intended to provide updated information and discussion on the department's programs, services and events. For more information, visit the City's official website at www.cityofmadera.org. "

5. The department's Facebook page will be linked to the City's Facebook page.
6. The page name must be descriptive of the department.

D. Wall Posts and Discussion Boards

Discussion Boards and the ability for fans to post directly on the page Wall must be disabled unless approved by the City Administrator or designee.

E. Photos and Video

1. Page administrators may add appropriate photos and videos to the department's Facebook page, subject to approval by the department's director.
2. Videos must follow the Video Posting Standard.
3. The ability for fans to post photos, videos and links shall be disabled unless approved by the City Administrator or designee.
4. Any posted photo or video content must not violate any ownership rights or copyright laws.

F. Style

1. The City's and the departments' Facebook pages will be based upon a template that includes consistent City branding.
2. The IS Department will provide departments and offices with the template.
3. Facebook posts must be concise, fact based, professional and must avoid the use of jargon and abbreviations. Facebook is more casual than most other communication tools, but communications must still best represent the City at all times.

G. Applications

1. There are thousands of Facebook applications. Common applications can allow users to stream video and music, post photos, and view and subscribe to Really Simple Syndication ("RSS") feeds. While some may be useful to the page's mission, they can drain resources and create security risks.

2. An application must not be used unless it serves an appropriate and valid business purpose, adds to the user experience, comes from a trusted source, and is approved in writing by the IS Department.
3. An application may be removed at any time if the City determines that it is causing a security breach or spreading viruses.

H. Links to Other Facebook Pages

No commercial or civic entities may be linked (or liked) to a City/department Facebook page unless approved by the City Administrator or designee. A department may provide a link or other acknowledgement for entities that sponsor or underwrite City events, shows, or activities subject to approval by the City Administrator or designee.

These standards should be used in conjunction with the Social Media Policy. As Facebook changes, these standards may be updated as needed.

VII. Twitter Standard

A. Purpose

1. Twitter is a micro-blogging tool that allows account holders to tweet up to 140 characters of information to followers. By procuring and maintaining Twitter accounts, City departments will communicate information directly to their Twitter followers, alerting them to news and directing them to the City's website for more information. Twitter accounts serve three primary purposes:
 - a. Disseminate immediate, important and newsworthy information to residents of which a news item on the City's website is not necessary or possible;
 - b. Promote City-sponsored meetings, events, programs and facilities; and
 - c. Refer followers to a news item or content hosted at the City's website and the appropriate Facebook page.

B. Content

1. A department's Twitter biography and/or background information must include a link to the City's website and must post the following disclaimer:

"Welcome to the official City of Madera [name of department] Twitter account. This account is intended to provide updated

information and discussion on the department's programs, services and events. For more information, visit the City's official website at www.cityofmadera.org."

2. Twitter usernames must begin with "Madera."
3. The main image must be the Department logo, the City's logo, or an appropriate photo, subject to approval by the department's director. If the City logo is not used as the main image it should be in the background section.
4. Information posted on Twitter must conform to the existing protocols of the City and the department that is posting the information. Tweets must be relevant, timely and informative.
5. Twitter content, as much as possible, shall mirror information presented on the City's website and must not contradict any other City policy or federal, state or local law. The department's director or designee will make every effort to ensure that information is posted correctly the first time.
6. Tweets must be concise, fact based, professional and must avoid the use of jargon and abbreviations. Twitter is more casual than most other communication tools, but communications must still best represent the City at all times.
7. The department's director or designee shall be responsive to those constituents who communicate via Twitter's @reply or direct message functions. Communication with followers will be timely and consistent with existing protocols.

VIII. VIDEO POSTING STANDARD

A. Purpose

The City will enable future access to online video content, as this is the way many residents communicate and obtain information online. Key objectives for video content must meet one or more of the following goals: to further the department's mission, provide information about City services, showcase City and community events and explore City issues. The City encourages the use of video content to further the goals of the City and the missions of its departments, where appropriate. These standards should be used in conjunction with the City's Social Media Policy.

B. Video Posting Guidelines

1. The department's director or designee will be responsible for approving the video content.
2. Video quality must be comparable to DVD resolution quality.
3. Low quality video will be considered as long as the audio portion is clear and the content is compelling and informative.
4. All videos must be posted on the department's website and the department's Facebook page.
5. The department must secure a disclaimer from the author or owner or the right to use all of or part of a video if the video was not produced by the department or any other City department.
6. Videos streamed from other sources may not be posted to the City's website. Links to external videos are permitted but must only be used when content is relevant and upon approval by the department's director and the IS Department.

C. Submitting Videos to Hosting Sites

1. Approved videos may be submitted to hosting sites such as Facebook on a case-by-case basis under the direction of the department's director or designee and the IS Department.
2. Most of these sites limit the video to the lesser of 10 minutes in length or less than 1 GB of data storage.
3. Any comments posted by the public in response to posted videos are subject to the guidelines set forth in these standards and procedures and the City's Social Media Policy.

D. Video Archive

Any video posted to an approved site must also be saved to a DVD or other storage media for purposes of records retention.

APPROVED:



David Tooley, City Administrator

Date: May 2, 2013