

RESOLUTION # 215-2015

CITY OF NEW MEADOWS SOCIAL MEDIA POLICY AND PROCEDURE

A RESOLUTION OF THE CITY COUNCIL AND MAYOR FOR THE CITY OF NEW MEADOWS, IDAHO CREATING A SOCIAL MEDIA POLICY AND PROCEDURE; TO ESTABLISH PROTOCOL FOR EMPLOYEES TO FOLLOW IN USING SOCIAL MEDIA SITES FOR WORK-RELATED AND PERSONAL PURPOSES; TO PROVIDE GUIDANCE TO EMPLOYEES REGARDING THE ESTABLISHMENT AND ADMINISTRATION OF CITY SOCIAL MEDIA SITES

WHEREAS, it social media is a way to communicate with the citizens, residents, property owners, and visitors of New Meadows, Idaho; and

WHEREAS, the City Council and Mayor of New Meadows wish to continue to support open communications with the public; and

WHEREAS, social media is a prevalent part of communications in society today and is a tool that should be utilized.

THEREFORE, BE IT RESOLVED, that the City Council and Mayor of the City of New Meadows hereby enacts resolution Number 215-2015 .

PURPOSE

The purpose of this resolution is to establish policy and guidelines for the use of social media by the City of New Meadows (“City”) and its employees. The City of New Meadows has an overriding interest and expectation in deciding what is “spoken” on behalf of the City on City social media sites.

The goals of the City’s use of social media are as follows:

1. To connect with the public, particularly current, future, and former residents, visitors, and businesses;
2. To educate, inform, and energize the public regarding the City and its activities and operations;
3. To establish and maintain a forum for public dialogue regarding topics relevant to the City and the Meadows Valley community;
4. To elicit, listen to, and implement feedback from customers and observers regarding the City, its activities, and operations,
5. To promote and support the community served by the City.

DEFINITIONS

Comments: Information, commentary, dialogue, links, pictures, videos, and/or other forms of communicative content posted on a social media site.

Site Administrator: The City employee or official designated to establish, monitor and maintain a City social media site.

Social media site: A publicly accessible online publishing application, technology, or website that provides information to the public via subscription, reference, network, or drop-in. A social media site may provide a forum by which individuals may post comments or other information. Examples of social media sites include blogs, podcasts, Delicious, ExposureRoom, Facebook, Flickr, Google +, LinkedIn, MySpace, RSS, Second Life, Twitter, and YouTube.

User: Any person who accesses, views, follows, likes, links to in any manner, and/or posts comments on a City social media site.

ESTABLISHMENT OF CITY SOCIAL MEDIA SITES

1. No City department, commission, employee, or any other person shall establish a City social media site without prior approval by the Mayor. Persons seeking to establish a City social media site shall submit to the Mayor a written proposal, which shall include the following information:
 - a. The mission, vision, and objectives of the proposed site;
 - b. The City employee(s) or official(s) designated to establish, monitor and maintain the site;
 - c. Design, content, and features of the proposed site;
 - d. Whether Users may post comments or messages on or through the site, and if so the schedule and plan for reviewing and following up on such comments; and
 - e. The proposed approach to removal of any comments pursuant to this policy.
2. All City social media sites shall be administered or overseen by a Site Administrator designated by the director of the department creating the new social media site. Upon creation of the site, the Site Administrator shall provide to the Mayor or designee all login information and passwords necessary to administer the social media site, and shall provide any updated login or password information to the City Clerk. Upon separation from City employment, the Site Administrator shall provide to the Mayor and City Clerk all login information and passwords necessary to administer the social media site, and shall relinquish and transfer all administrator rights to the City Clerk.
3. The Mayor or City Council may require that a social media site be wholly removed, though removal of individual messages may occur only pursuant to the criteria and procedures set forth in this policy.
4. Where ever possible, the following information must be displayed to Users, or made available by hyperlink, on each City social media site:

“Terms of Use of [Name of Site]
This [type of social media] is intended to [description of purpose]. Any comment or materials posted by a User of this site may be attributed only to that User, and does not necessarily reflect the opinions or ideals of the City of New Meadows, its employees or officials. The City of New Meadows does not warrant the accuracy of any statement or claim made here, is not responsible for any User-generated content, and does not endorse any opinion expressed here. All Users must comply in all respects with [name of social media site]’s terms of use and the City of New Meadows Social Media Policy, found at [link].”

CITY’S USE AND MAINTENANCE OF CITY SOCIAL MEDIA SITES

1. All City social media sites shall make clear that they are maintained by the City and that they follow the City’s Social Media Policy.

2. The City of New Meadows' website at <http://www.newmeadowsidaho.us> will remain the City's primary and predominant internet presence. Wherever possible, City social media sites should link back to the official City of New Meadows website for information, documents, online services and other information necessary to conduct business with the City of New Meadows.
3. The site administrator shall respond within two working days to all comments or posts in which a User asks a question or requests feedback. When the site administrator responds to a comment, in his/her capacity as a City of New Meadows employee, the employee's name and title should be made available. The employee shall not share personal information about himself or herself, other City employees or any elected or appointed officials.
4. The Mayor or designee will monitor content on all City social media sites to ensure adherence to the City's Social Media Policy, consistency with the interest and goals of the City of New Meadows, and enterprise-wide consistency in messaging and information across platforms and site administrators.
5. All City social media sites shall adhere to applicable federal, state and local laws, regulations and City policies.
6. Content posted by the City and comments posted by Users social media sites contain records that will be subject to the Idaho Public Records Act. Any content posted or maintained in a social media format that is related to City business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure.
7. Any comments removed based on these guidelines must be retained by the site's administrator in accordance with the City's records retention schedule. The time, date and identity of the poster, may be retained with this record whenever available.
8. City employees or officials using or administering City social media sites shall conduct themselves at all times as a representative of the City and in accordance with all City policies. A failure to do so may result in disciplinary action.

TERMS OF PUBLIC'S USE OF CITY SOCIAL MEDIA SITES

1. The City seeks to serve all its constituents by hosting an open but civil dialogue. Reasonable arguments for opposing views are encouraged.
2. Users shall have no right of privacy on the City's social media sites, as such sites may be or contain public records subject to disclosure pursuant to the Idaho Public Records Act and the City's records retention schedule.
3. A comment posted by a member of the public on any City of New Meadows social media site is the opinion of the commentator or poster only. Publication of a comment does not imply endorsement of, or agreement by, the City of New Meadows, nor do such comments necessarily reflect the opinions or policies of the City of New Meadows.
4. Comments should relate to the topic being discussed in the original post, should not contain random or unintelligible information or text and should not be wholly an advertisement of commercial products or services.
5. Comments containing or uploading any of the following inappropriate forms of content are subject to removal and/or restriction by the site administrator or City Clerk:
 - a. Content that is deemed in violation of this Social Media Policy or any applicable federal, state or local law;
 - b. Profane, obscene, indecent, violent, or pornographic content and/or language;
 - c. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, sexual orientation, or national origin;

- d. Defamatory or personal attacks;
 - e. Threats to any person or organization;
 - f. Encouragement or incitement of illegal activity;
 - g. Information that may tend to compromise the safety or security of the public or public systems;
 - h. Content that violates a known legal ownership interest, such as a copyright, of any party; or
 - i. Any content that contains or perpetuates a virus, corrupted file, or other defect or program that may cause damage.
6. All comments posted to a social media site shall be bound by the terms and conditions of use of such social media site. Where appropriate, the City may report any violation of such terms and conditions to the respective social media site.
 7. A User's submission, posting, or other publication of a comment constitutes acceptance of this policy.
 8. This Policy may be revised at any time.

CITY EMPLOYEES' USE OF NON-CITY SOCIAL MEDIA SITES

1. City employees or officials using personal or non-City social media sites should be aware that all social media sites are or may be accessible to the public, including to other City employees and officials.
2. City employees or officials shall not use personal or non-City social media sites in any way that may adversely affect his or her employment, workplace and/or that of other City employees, including, but not limited to, bullying, gossiping, sexual harassment, abuse of City or other public resources, violation of City policies, or illegal activity. Such use of a personal or non-City social media site may result in disciplinary action.
3. Where a City employee or official wishes to use or comment on a social media site in his personal capacity regarding work or subjects associated with the City, or where such employee is or would reasonably be believed to be speaking in his/her professional capacity as a representative of the City, the provisions of this and other City policies shall apply and where necessary, the following disclaimer should be used: "The postings on this site are my own and don't necessarily represent the City's positions or opinions."
4. City employees or officials shall not access or use personal or non-City social media sites in a manner that causes loss of productivity during working hours.

Passed and approved by the Mayor and City Council, this 13th day of April, 2015.

This Resolution shall be in full effect upon its adoption this 13th day of April, 2015.

/s/ Anthony J Koberstein
Anthony J Koberstein, Mayor

ATTEST: /s/ Jacob M Qualls
Jacob M Qualls, City Clerk