



SOCIAL MEDIA USE POLICY

PURPOSE

To address the fast-changing landscape of the Internet and the way citizens communicate and obtain information online, City of Janesville Departments/Divisions may consider using social media technologies. As more citizens in our community make the shift towards, or include the use of, social media technologies to receive and share information and communicate their opinions, it is imperative for the City to incorporate social media technologies into the existing communication infrastructure. Where appropriate, the use of social media technologies in work-related activities, events, and announcements is encouraged to enhance customer service, increase citizen involvement, and to further the goals of the organization.

The City Manager has an overriding and legitimate interest and expectation in deciding what is "spoken" on behalf of the City on social media sites. It is the policy of the City that a standard for interaction with social media tools and their associated technology is hereby established.

BENEFITS OF SOCIAL MEDIA

- Provides a low-cost resource for communicating the City's various messages and promoting City services, programs, and initiatives;
- Allows for real-time interaction with the public, thus, enabling the City to better serve the public's needs;
- Creates an additional opportunity for the public to be informed and engaged in the City's affairs;
- Increases efficiency as it pertains to the sharing of information, news, and events;
- Provides a support device to internal departments and divisions for promoting events, partnerships, and other City-driven initiatives and opportunities; and
- Serves as an additional advertising tool for increasing traffic on the City's official website.

GUIDELINES

1. All City of Janesville social media site proposals and uses are subject to prior review and approval by the City Manager's Office.
2. City social media sites are an extension of the City's communication infrastructure.
3. The City's official website (www.ci.janesville.wi.us) will remain the City's primary and predominant Internet presence.
 - a. The best and most appropriate uses of social media tools fall generally into two categories:
 - i. As channels for disseminating time-sensitive information as quickly as possible (e.g. emergency information, cancellations/closures).
 - ii. As marketing/promotional channels that increase the City's ability to

broadcast its messages to the widest possible audience (e.g. recreation programming information).

- b. Whenever reasonable, content posted to a City social media site should also be available on the City's official website.
 - c. Whenever reasonable, content posted to a City social media site should contain links directing users back to the City's official website for in-depth information, forms, documents and online services necessary to conduct business with the City.
4. Social media accounts will be maintained by Authorized Users, who must be approved as an agent of the social media account by the appropriate Department/Division Director and City Manager's Office.
 5. Authorized Users are responsible for the content and upkeep of assigned Department/Division social media sites.
 6. All City social media sites and the conduct of Authorized Users shall comply with all appropriate City policies and standards.
 7. City social media sites are subject to State of Wisconsin and City of Janesville public records laws. Any content maintained in a social media format that is related to City business, including a list of subscribers and posted communication, is a public record. Content related to City business shall be maintained in an accessible format so that it can be readily produced in response to a public records request.
 8. Wisconsin State law and relevant City records retention schedules apply to social media formats and their content.
 9. Social media sites shall clearly indicate that any content posted or submitted for posting are subject to public disclosure.
 10. The City Manager's Office reserves the right to restrict or remove any content that is deemed in violation of this Social Media Use policy, the Terms of Use Agreement, and/or any applicable law found not to be in accord with City purposes and policies, or for any other reason.
 11. Any exceptions to the policy are subject to the prior review and approval of the City Manager.

RESPONSIBILITIES

CITY MANAGER'S OFFICE

- Reviews proposals for new social media accounts and grants formal approval.
- Provides counsel to Departments/Divisions as to the appropriate use of the social media tools and guidance as to the types of information that may be posted.
- Monitors content on Department/Division social media accounts to ensure adherence to the guidelines in this policy. Inappropriate use may result in the removal of the content and/or Department/Division page or account from these social media sites.
- Maintains credentials for social media accounts.
- Manages public records requests for information found on City social media sites through the City's record retention service (backupify.com).

CITY ATTORNEY'S OFFICE

- Reviews and approves any changes or additions to the Terms of Use Agreement, as requested.
- Renders opinions on matters regarding disclaimers, terms of use, and privacy concerns as they arise.
- Provides opinions on matters of public records, in accordance with any applicable federal, state, and local laws.

INFORMATION TECHNOLOGY OFFICE

- Maintains the social media record retention service (backupify.com).

DEPARTMENTS/DIVISIONS

Establishing a Social Media Account

- Contact the City Manager's Office to discuss objectives and desired outcomes for utilizing social media technologies and to help determine the site's effectiveness in reaching the Department's/Division's communication objectives.
- Obtain prior formal approval from the City Manager's Office to proceed with any proposed social media account.
- The Department/Division Director shall specify all initial Authorized Users for the project prior to establishing any social media account.
- Obtain a completed and signed Authorized User Agreement Form for each employee responsible for managing social media accounts and return signed agreement(s) to the City Manager's Office.
- Establish the social media account using a City e-mail address and provide the account user name and password to the City Manager's Office, including all subsequent modifications to credentials.

Operating and Maintaining a Social Media Account

- Include an introductory statement that clearly specifies the work-related purpose and topical scope of the social media site. The City's website link should accompany the purpose statement.
- When reasonable, social media accounts should link back to the City website for the purpose of downloading any forms, documents, and other information.
- Conspicuously post the approved Terms of Use Agreement.
- Enable features for public comments, if such capability exists, and comply with and enforce the posted Terms of Use Agreement.
- When possible, hide and do not delete content that violates the Terms of Use Agreement.
- Maintain compliance with all applicable federal, state, and local laws related to public records requests and records retention.
- Authorized Users shall monitor their sites at least once each work day and update content (e.g. post, tweet) once each week.
- When practical and in accordance with Personnel Policy 3.04, as from time to time amended or renumbered, questions and comments received from citizens on social media should be responded to within 48 hours to better serve the public and encourage conversation on social media.

- When social media account credentials are unknown by the City Manager's Office or intentionally excluded from the backupify archive, Department/Division account holders manage public records requests for information found on social media sites.

TERMS OF USE AGREEMENT

It shall be the policy of the City that the following agreement must be conspicuously posted on each social media site established and maintained by the City, if such capability exists. The agreement will also be posted on the City's website (www.ci.janesville.wi.us) for easy access.

Social Media Terms of Use Agreement

While this is an open forum, please keep your comments clean and appropriate. Inappropriate comments are subject to deletion by the administrator of this account. If you do not comply with the terms of use outlined below, your message will be removed. If you post inappropriate content a second time, your profile may 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 remember the following rules when posting:

- All content is subject to public records law.
- Content should be related to the subject matter of the social media site where it is posted.
- **If your post violates any of the below rules, it will be deleted:**
 - o Content that is graphic, obscene, or explicit.
 - o Content that is abusive, threatening, hateful, or intended to defame anyone or any organization.
 - o Content that suggests or encourages illegal activity.
 - o 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, sexual orientation, lawful source of income, or arrest/conviction record.
 - o Content posted by persons whose profile picture or avatar, username, or e-mail address contains any of the aforementioned prohibited conduct.
 - o Solicitations or advertisements, including but not limited to, promotion or endorsement of any private financial, commercial, or non-governmental agency.
 - o Content attempting to defame or defraud any person or private financial, commercial, or governmental agency.
 - o Content that compromises the safety or security of the public or public systems.
- You participate at your own risk and take personal responsibility for your comments, your username, and all information provided.
- The appearance of external links on this site does not constitute official endorsement by

or on behalf of the City.

- Any public records request for information found on City of Janesville social media sites shall be directed to the City Clerk-Treasurer's Office.
- For more information, please contact the City Manager's Office at 755-3177.

DEFINITIONS

Social Media - are forms of electronic communication (as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos). This policy covers all social media tools, 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 Department and/or Division for the purpose of establishing or perpetuating a social media presence.

Authorized User - shall mean any employee, and all persons acting on their behalf, who has been authorized by their Department/Division Director and registered with and approved by the City Manager's Office 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.

Post - shall mean any e-mail, 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.

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

External Information - shall mean any social media post by any external entity, and the information or substance it contains.

**CITY OF JANESVILLE
SOCIAL MEDIA USE POLICY - AUTHORIZED USER AGREEMENT FORM**

Name: _____ Employee ID: _____

Position/Title: _____

Department: _____ Division: _____

Approved by _____

Department/Division Director: (Director Signature) (Date)

Approved by _____

City Manager's Office: (Signature) (Date)

Social Media Site (e.g. Facebook, Twitter, etc.): _____

Account Username: _____

Account Password: _____

I agree to use City-approved social media sites for City business as appropriate and in compliance with the Social Media Use Policy. I understand that I must have prior approval from my Department and/or Division Director and the City Manager's Office to create a social media account on behalf of the City. I also understand that I am responsible for all postings made by me on City social media sites, including, but not limited to, those made in the comments sections.

I acknowledge that all City-approved social media accounts are considered to be property of the City and may be monitored. I understand that employees do not have privacy rights or interests in the use of City social media sites and the postings, data, access to, and distribution of such materials is subject to public records laws. I also agree to immediately forward all public records requests to the City Manager's Office for response.

I understand that content on City social media sites shall be managed according to the Social Media Terms of Use Agreement. I agree to immediately hide or remove all content in violation of the Social Media Terms of Use Agreement.

If I identify myself as a City of Janesville employee or have a public facing position for which my City of Janesville association is known to the general public, then I will ensure my personal social media profile(s) and related content (even if it is personal and not an official nature) is consistent with how I wish to present myself as a City of Janesville employee and professional.

I agree to review the social media site at least once each work day and update the site at least once per work week.

I acknowledge that any abuse of any City social media account, including, but not limited to, violation of the rules and guidelines set forth in this Policy or in any current or future modified policy, can be grounds for disciplinary action including discharge from my employment with the City of Janesville.

Printed Name

Signature

Date