SOCIAL MEDIA ADMINISTRATIVE POLICY

Approved By: Ron LaFlamme Date: 5/1/18

Effective Date: Upon signature or 11/1/18, whichever is earlier

Subject: Social Media Policy & Procedures

Applicability:

- Social Media Policy and the Public Employee: All City of Durango Employees
- City Managed Accounts: All members of the City of Durango Executive Team, all City Managed Account Administrators, and the Public Information Office

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Summary: Social media is a powerful communications tool that can be utilized to inform and engage the citizens of Durango. It can strengthen a civic culture, increase government transparency and enable rapid responses, among a myriad of other benefits. These policies and procedures are created to encourage proper use of social media platforms by City employees and mitigate against the risks of utilizing social media. This policy is comprised of two sections: social media and the public employee, and social media on City managed accounts.

1. Definitions:

Social Media: a broad range of electronic tools and platforms for networking, discussion, and sharing of information.

City Managed Account: A social media account established by and utilized for the official business of the City of Durango. All accounts and associated administration privileges are the property of the City of Durango.

City Managed Account Administrator: a City of Durango employee who maintains a City Managed Account

Personal Social Media Accounts: An account utilized for personal use, not setup for job responsibilities.

Public Information Office (PIO): The centralized office that governs all City Managed Accounts.

Sensitive, Confidential or Non-Public Information: This may be any information deemed confidential under law; or information not available to the general public, obtained by reason of the individual's official position, and under circumstances where a reasonable person would have an expectation of confidentiality, or where it could reasonably be expected that the information could be beneficial or harmful to the City or any other person if prematurely disclosed. Confidential information shall also include privileged attorney-client information and communication required to be kept confidential in compliance with applicable law. Examples of this type of information include discussions covered in City Council executive session or items that are not subject to disclosure under the Colorado Open Records Act.
2. Policy: Social Media and the Public Employee

Applicability: All City of Durango Employees

2.1 Conduct of all employees is governed by the Personnel Regulations, including the City of Durango Code of Conduct, Code of Ethics, and Ethics Policy.

2.2 As a public employee, certain types of oral, written and electronic speech related to job duties or employment with the City are subject to restriction, including:
   1) Sensitive, confidential, or non-public City information of any kind, including items involved, or could be involved, in litigation
   2) Combative exchange, name-calling, personal attacks or disparaging comments
   3) 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
   4) Other items in conflict with existing policies

2.3 If employees are posting on personal social media sites about items related to their job duties, they should exercise discretion and make it clear that they are speaking for themselves and not on behalf of the City of Durango. If employees publish content on any website outside of the City of Durango and it has something to do with City employment or subjects associated with the City, employees are advised to utilize a disclaimer such as “The postings on this site are my own and do not necessarily represent the positions, strategies, or opinions of the City of Durango.”

Use of social media conducted on governmental sites or from governmental equipment will be monitored; Reference Appendix III of the City of Durango Personnel Regulations.

Employees found to be in violation of this policy may be subject to disciplinary action, up to and including dismissal.
3. City Managed Account Policy and Procedures

Applicability: All members of the City of Durango Executive Team, all City Managed Account Administrators, and the Public Information Office

3.1 City Managed Account Policy: The City of Durango encourages authorized use of City Managed Accounts to further the goals of the City, as appropriate and as a part of the overall communication strategy. Use of City Managed Accounts must be thoughtful and follow the established laws and procedures. It is essential that the Public Information Office (PIO) be involved in the oversight of City Managed Accounts and project planning for communications and community engagement across the City, though ultimately the City Managed Account Administrators are responsible for the routine account administration of their assigned City Managed Accounts.

All City of Durango social media sites shall adhere to applicable state, federal and local laws, as well as City regulations and policies.

3.2 City Managed Account Procedures:

1) Employee Access
   a. All employees with access to City Managed Accounts must:
      i. Sign an acknowledgement form of reading/understanding this policy, and
      ii. Complete training provided by the Public Information Office.
      iii. When an employee leaves the City, access to all social media must be revoked. It is the responsibility of the Department to ensure proper access control.
      iv. Department Directors are responsible for designating employees who administer social media pages

2) Account Management
   a. To request access to an existing City Managed Account, obtain permission from the Department Director under which the account falls and notify the Public Information Office.
   b. To create a new City Managed Account, contact the Public Information Office.
      i. New social media account requests must be justified by the requesting entity. The request must describe the account management plan, including the goal of the account and why it cannot be accomplished with existing accounts, the planned frequency of posting, and who/which positions will post/review.
   c. Accounts that are deemed inactive by the Public Information Office will be subject to deactivation.
   d. Departments may have further policies/operating procedures that are specific to their department. If an instance occurs where the department policy materially differs from the City of Durango policy, it will be referred to the Public Information Office for resolution.

3) Acceptable Use
   a. Social media on City Managed Accounts is for City business and for the purpose of fulfilling job duties.
   b. Utilize official accounts for official business (use a City email address for all work associated with City Managed Accounts). Linking City Managed Accounts to Personal Accounts is prohibited.
   c. Unauthorized or improper use of City Managed Accounts could result in disciplinary action, up to and including dismissal.

4) Employee Conduct
a. Employee conduct when engaging with the public via City Managed Accounts should be taken seriously.
   i. Be respectful and courteous to the commenters.
   ii. Keep interactions factual and accurate. Direct traffic back to the city website when possible.
   iii. Strive for transparency when appropriate. However, do not post confidential information or cite entities/individuals/businesses without express permission. Protect privacy of the citizens, and protect sensitive City Information.
    1. When in doubt, contact the Department leadership and/or the PIO.

5) Content

a. Employee behavior on social media is ultimately the responsibility of the employee. It is the responsibility of the employee to ensure correctness, completeness, and coordination when appropriate. This includes obtaining prior consent to post images of minors. It is the City’s policy not to post or use recognizable images of minors or to use a recognizable image of anyone for commercial purposes without a release form or other form of consent. Staff should utilize the consent form in Addendum A, if a governing agreement is not already in place.

b. In the case of emergency events, such as a fire, all messaging related to the emergency will be managed through the Public Information Office social media, and shared appropriately onto Department pages to ensure consistent/updated information across City platforms.

c. Departments are responsible for the establishment and management of their respective pages. The PIO may review postings for accuracy and adherence to existing social media policies. The PIO reserves the right to modify, or to direct departments to modify, social media content posted on city managed accounts.
   i. All City Social Media accounts will utilize their respective program’s or department’s logo, without alteration, as the account’s profile picture. This ensures a consistent image and recognizability for the page. City Managed Account Administrators are encouraged to be creative with the page’s banner or cover photo to engage followers or to advertise an upcoming event.

d. If something is posted that is not correct, be up front and timely with the correction, and if an earlier post is materially modified, state that the post has been edited and for what reason.

e. Pages should be verified by the social media site whenever possible as official pages. Verification includes working with the social media provider to authenticate as the official entity. The Public Information Office will work with social media sites to obtain verification.

f. Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between the City and members of the public. Social media site postings and comments containing any of the following forms of content shall not be allowed on City Managed Account:
   i. Comments not related to the particular topic posted by the City of Durango
   ii. Profanity and obscenity
   iii. Personal information without consent
   iv. Non-public, sensitive, or confidential information of any kind
   v. Information for commercial gain
   vi. Items involved, or could be involved, in litigation
   vii. Political opinions/ suggestions on how to vote
viii. Offensive, distasteful or illegal materials  
ix. Combative exchange, name-calling, or disparaging comments  
x. Content that violates a legal ownership interest of any other party  
xii. Information that may tend to compromise safety  
xii. Business solicitations  
xiii. Personal charity solicitations  
xiv. 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  
g. If a comment is removed by the city administrators due to not adhering with the posted content policies, the employee should document the reason for removal.  
h. Each city managed social media page should have disclaimers regarding civility, notification that postings could be subject to the City's records retention policy and other general disclaimers.  
Example postings:  
i. Civility draft language: We welcome comments from our "followers" as long as they pertain to items currently posted on {Insert Social Media page, for example The City of Durango Facebook wall}. Any comments that do not pertain to what is posted on our wall, utilize profanity or inappropriate language and/or subject matter will be immediately removed. Any of the following forms of content shall not be allowed (copy listing in 5e above),  
   ii. CORA draft language: This is notification that comments could be subject to the City’s record retention policy.  
   iii. Expectations for response times draft language: We recognize that the web is a 24/7 medium, and comments are welcome at any time. However, given the need to manage city resources, moderating and posting will generally occur during regular business hours Monday through Friday. Comments and messages submitted after hours or on weekends will be read as early as possible.  
   iv. Endorsement: A like or share from this account does not constitute City of Durango endorsement.  

6) Security  
a. Account passwords will be created/maintained in accordance with Appendix III to the City of Durango Personnel Regulations, Electronic Mail, Internet and Network use Policy  
i. The Public Information Office is responsible for maintaining a list of all social networking application domain names in use, the names of all employee administrator accounts, and will be granted access to every City Managed Account. Departments are responsible for communicating changes in administrators to the PIO.  
 ii. If a group account is utilized and an employee with access to the group account is no longer employed with the city, the group account password must be changed immediately.  

7) Retention  
a. The records of social media sites are to be retained in accordance with applicable records retention laws.  

8) Citizen Conduct  
a. All social network sites shall clearly indicate that content posted is subject to public disclosure and be monitored for civility. See section 5, Content, for further details.
Addendum A: Photo Release Form

City of Durango

MEDIA RELEASE FORM

I, ____________________________, give my permission for the City of Durango
Name

to utilize my and/or my child’s, ____________________________,
Name

(Check all that apply) □ picture □ words □ voice so that it may be utilized by the City of
Durango and/or approved media representative in the following manner:

Check all that apply:
□ television/radio spot □ published interview and/or article
□ social media posting

Check one only if applicable:

_____ I prefer to remain anonymous (no name)
_____ I prefer that only my first name be used (no last name)
_____ I prefer my child to remain anonymous (no name)
_____ I prefer that only my child’s first name be used (no last name)

Employees/Volunteers have the right to withhold such permission as requested in this document if
they so choose. The City of Durango respects individuals’ right to privacy.

The City of Durango employee/representative has explained this form to me and I understand it
completely.

_________________________  __________________________
Signature                  Date

City of Durango
949 East Second Avenue
Durango, Colorado 81301

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