

City of Coolidge Social Media Policy

PURPOSE

This Social Media policy establishes guidelines for the use of Social Media by City of Coolidge employees, contract employees, agents, contractors, volunteers and other affiliated organizations that use, create or maintain City-provided electronic/computer resources to access Social Media sites and engage in Social Networking to communicate news, events and information to residents, businesses, visitors and other interested parties. The City of Coolidge encourages the use of Social Media to further the goals of the City and to reach a broader audience.

RESPONSIBILITY

It is the responsibility of the Information Technology (IT) Department to administer security and monitoring measures that support this policy.

It is the responsibility of all City Departments and employees who want to engage in Social Media/Networking in an official capacity for their Department to coordinate this activity with IT.

The responsibility of assuring complete compliance with the provisions of this policy rest with the Department Director, supervisors and individual employee involved. It is the responsibility of Social Media users and those engaged in Social Networking to stay informed regarding City policies relating to this activity.

DEFINITIONS

Social Media means forms of discussion and information sharing including social networks, blogs, video sharing, podcasts, wikis, message boards and online forums. Examples of Social Media applications include but are not limited to Google and Yahoo Groups (reference and networking), Wikipedia (reference), MySpace (social networking), YouTube (social networking and video sharing), Twitter (social networking and microblogging), LinkedIn (business networking), and news media comments sharing/blogging.

Social Networking means the practice of expanding the number of one's business and/or social contacts by making connections through web-based applications. Websites dedicated to Social Networking include LinkedIn, MySpace and Facebook.

POLICY

Through the use of Social Media, the City can reach residents, businesses, visitors and other interested parties regardless of where they are, and can provide information about the City and its Departments to interested and potential users. This also gives the City a way to strengthen its existing relationships and can give community members a chance to connect with the City in the digital world. The use of Social Media will assist with highlighting a variety of the services and programs offered by the City. In addition, Social Media serves as a valuable tool to connect the community to news about the City, its various Departments and programs by providing them with an interactive space where they can respectfully express their thoughts and opinions.

In the use of Social Media/Networking:

- Be clear, respectful, and polite when posting and when responding to all comments and feedback in all Social Media interactions.
- Do not resort to personal attacks, harassment, cultural insensitivity or discrimination.
- Do not post spam or remarks that are off-topic or offensive.
- Do not use obscene or insulting language.
- Do not post any information that would infringe upon the propriety, privacy, or personal rights of others. Confidential information should not be disclosed unless specific permission has been granted by the parties concerned or unless required to do so by law. Do not reveal City sensitive or proprietary information.
- Do not use Social Media created or maintained by the City for personal use.
- Do not use Social Media for personal/private use during working hours.
- Do not violate copyright or trademark rules. Reference original authors and sources of information (provide links when applicable).
- Comply with City rules for branding and usage of City logo on Social Media content.
- Understand that information posted is public record and no personal, private or protected information about oneself, others or the City should be posted.
- Blogging or use of Social Media sites when doing so as the official spokesperson for a Department must be authorized by the employee's Department Director and coordinated with the City's IT Department.
- Only social media users who have been selected and approved by their Department Director will be allowed to update and edit any Social Networking account belonging to the City.
- City staff responsible for City and Department specific Social Media sites should be consistent with a schedule or plan for posting and for maintaining and viewing comments on the Social Media sites.

A violation of this Social Media Policy may result in disciplinary action up to and including termination. Unlawful use may result in referral for criminal prosecution.