

City of Streetsboro Social Media Use Policy

Definitions

Confidential Information - Records which are exempt from public records.

Electronic Devices - Any instrument, appliance, machine, and piece of electronic equipment or contrivance used to scan for, connect to, store, access, or utilize information technology (IT), network, or communications resources. Electronic devices include, but are not limited to, laptop, handheld, tablet, portable, and desktop computers; mobile/portable (cellular and satellite) phones; smart phones; voice over IP equipment; network hubs, switches, routers, extenders, repeaters, bridges, interface units, and access points; radio frequency equipment; two-way pagers; and any similar devices.

CC - Communication Coordinator; the individual assigned by the OM who is responsible for carrying out all directives relating to this policy and directly overseeing all online communication platforms.

HR - Human Resources Department will provide technical support and manage this policy.

OM - Office of the Mayor; the Mayor, or his designee, will be responsible for monitoring support and guidance to the Department Head, the CC's, and PA's.

Post - A Facebook status update, or an item on a blog or forum, in any social media platform.

PA – Page Administrator; the individuals assigned by their Department Head to edit, modify, or monitor social media sites on behalf of their respective departments.

Social Media - Forms of electronic communication, such as Facebook, Twitter, blogs, YouTube, and similar sites, through which users create online communities to share information, ideas, personal messages and other content.

Spam - Also known as junk email, Spam is the term used when unsolicited, unproductive, and undesirable messages are sent by email. Many email spam messages are commercial in nature but may also contain disguised links that appear to be for familiar websites but in fact purvey computer viruses, malware, or lead to phishing web sites. As used herein, spam shall include “chain letters,” “Ponzi” or other “pyramid” schemes of any type.

Streaming Content - Streaming content includes any video content that is broadcast to an audience in real-time such as Facebook Live, Periscope (from Twitter), or any other such mechanism from a social media outlet.

System Users - All employees, contractors, consultants, temporary, and other workers at the City of Streetsboro who access, interact with, or utilize City of Streetsboro electronic devices, internal networks, and business systems.

Tag - Tagging is a social media functionality commonly used on Facebook and Instagram that allows users to create a link back to the profile of the person shown in the picture or targeted by the update.

Tweet - A Twitter message. Tweets can contain up to 140 characters of text, as well as photos, videos, and other forms of media. They are public by default and will show up in Twitter timelines and searches unless they are sent from Protected Accounts or as Direct Messages. Tweets can also be embedded in webpages.

Webpage - A document on the World Wide Web, consisting of an HTML file and any related files for scripts and graphics, and often hyperlinked to other documents on the Web.

Website - A group of World Wide Web pages usually containing hyperlinks to each other and made available online by an individual or group, company, educational institution, government, or organization.

Scope

This policy provides rules and guidelines for all City of Streetsboro employees when communicating with the public on behalf of the City of Streetsboro via any medium, including, but not limited to websites, webpages, and any social media sites.

Purpose

Facebook, Twitter, and Google+ are social media tools that are used by millions of people daily. These tools have transformed the way people gather information about everything from entertainment to municipal resources. The decision to use these tools is a business decision, not a technology-based decision. It is incumbent upon each department to weigh its mission, objectives, capabilities, risks, and potential benefits when considering use of these tools.

The purpose of the City's use of social media is to communicate official information, not to create or maintain a general public forum for dissemination of non-employee comments or opinions.

Social Media Account Management

Department Head

All City of Streetsboro websites, webpages, and social media sites maintained by departments will be subject to approval by the Department Head maintaining the page, site or account.

Mayor's Office	Parks & Rec.	Police Department
Fire Department	Building Department	City Council
HR & Law Dept.	Zoning Department	Service Department
Finance Department	Economic Development	

The creation, development, and maintenance of any City website, webpage, or social media site must be coordinated with the Department Head.

The Department Head shall have the discretion to temporarily, permanently disable, terminate a website, webpage, social media forum or account within their scope of authority at any time. Examples of instances when such action might be taken include, but are not limited to the following:

- Violation of this policy;
- Unprofessional use of the resource;
- Lack of use or disinterest by the public;
- A department's failure to maintain a site or forum; and
- External or internal hacking or corruption of a site or forum.

The OM shall designate a Communications Coordinator (CC) to carry out all aspects of this policy on the behalf of the City of Streetsboro including but not limited to:

- Overseeing online media management including records retention.
- Governing the appropriateness, and removal, of internally and externally generated content on our online platforms;
- Maintaining incident reports concerning removed social media postings;
- Coordinating communication across multiple social media outlets; and
- training the Page Administrator (PA) on the applicable policy, standards, or guidelines necessary for their role in the management of the City's social media forums or accounts.

Applicable Governing Law & Policies

Wherever appropriate, all social media sites shall comply with all appropriate policies and standards, including but not limited to the Telecommunications and Network Policies, found in the employee handbook, and Public Records Retention Schedules.

All websites, webpages, and social media accounts must also adhere to all guidelines and policies regarding internet security, privacy, and accessibility for the disabled as established and maintained by the OM.

All websites, webpages and social media sites must maintain standards regarding the use of logos, trademarks, and other design elements as maintained by the CC.

All requests to deviate from these guidelines must be approved by the appropriate Department Head in consultation with the OM.

Online Media Administration

OM will maintain a list of social media tools, approved by the Department Head, for use by City departments and staff.

All new social media tools proposed for City use will be approved by the Department Head in consultation with OM, and upon such approval notification will be given to City Council.

The CC will maintain a list of all Department social media sites, including login and password information. Departmental heads will inform the CC of any administrative changes to existing sites.

All PA, must be able to immediately edit or remove content from social media sites. The removal process is as follows:

If any doubt exists regarding whether a post should be removed, PA should consult with either another PA, the CC, OM, or the Department Head prior to deleting an offending post;

The post removal should be documented in a written incident report that includes only the following information:

A copy of the offending post including all comments (printed);

A reference to the specific rule violated as cause for the post's removal (see Annex A);

The date/time when the post was removed; and

The name(s) of those involved in removing the post.

Online Media Management

PA will be responsible for the content and upkeep of any social media sites their department may create.

Department Head shall notify the OM upon commissioning of PA with social media responsibilities.

PA shall coordinate postings on social media accounts with the CC and various departments to ensure that content is posted in a relevant, accurate, and timely manner.

Public Records & Retention

All Department social media sites are subject to State of Ohio public records laws.

Any content maintained in a social media format that documents the activities of the department and posted communication, is a public record.

The department maintaining a site shall preserve records required to be maintained pursuant to a relevant records retention schedule for the required retention period in a format that preserves the integrity of the original record and is easily accessible.

All public records requests, and all questions related to public records, must be forwarded to the Law Director. Documents related to the activities of the department shall be maintained in an accessible format and so that it can be produced in response to a request.

Wherever possible, such sites shall clearly indicate that articles and other content posted or submitted for posting may be subject to public disclosure.

Employee Access and Conduct

Professional Access

Authorized personnel will be granted limited or full access to the City's social media platforms at the discretion of the OM.

Authorized personnel should have no expectation of privacy when using Social media tools for City authorized, professional purposes.

Authorized personnel, prior to gaining access to his/her respective social media site, shall be trained how to appropriately manage the site. Such training shall include:

Social Media Policy training; and

Any other training deemed necessary by the Department Head or OM;

A non-exempt employee responsible for maintaining social media sites for the City of Streetsboro shall not manage their department's site outside of work hours unless directed to do so by their Department Head or direct supervisor.

Professional Conduct

The Department Head, in conjunction with CC and OM, will monitor content posted by PA to ensure that it complies with this policy.

The following conduct is prohibited:

Posts on Department page/account about matters of public concern that have not been authorized by proper authority;

Posts on Department page/account about any unauthorized government communication;

Posts on Department page/account confidential information or any other government intellectual property;

Posts on Department page/account acting on behalf of the City as one's self. All correspondence shall be done only through verified pages acting as the City of Streetsboro.

Posts on Department page/account containing pictures of minors will require a release from the parent, or legal guardian, unless the photo was taken in a public space at a newsworthy event.

Posts that tag an individual's "personal account" within a post on Department page/account. If an individual has a verified "public figure" account, then it is acceptable to tag the individual for business purposes only;

Posts that include Streaming Content unless given prior approval from the Department Head;

Posts that solicit for money or support on behalf of charities, religious institutions, political causes, or other for-profit or not-for-profit organizations including City bargaining unit activities.

Post on Department page/account for personal gain unless given prior approval from the Department Head;

Linking and Sharing content from other sources is permissible under certain conditions:

The content linked to must be vetted by PA answering the following questions in the affirmative:

Does the content originate from the source linked and not originate elsewhere OR

does the source linked to properly cite the originating source?

Does the content add value to our social media outlet and enhance the mission our site is trying to accomplish? i.e. City Business.

A social media page linking or sharing content from other sources must post or link to the City of Streetsboro Online Content Terms of Use Statement (Annex A).

Public Access and Conduct

Posts and Comments

The City of Streetsboro will make all digital communications accessible to as many users as possible, which includes making sure any content posted is available on multiple platforms.

The City's use of social media is to communicate official information, not to create or maintain a general public forum for dissemination of non-employee comments or opinions. We will not allow visitors post and Public comments must remain relevant to the original post (on topic) Authorized personal will follow all accessibility standards set forth in this policy.

Public Conduct

Each PA, in consultation with the Department Head and with assistance from OM and CC, will monitor social media sites to determine if public conduct violates acceptable use.

PA will review and become familiar with the prohibited uses of social media described in Annex A.

PA shall remove content that meets any of the described criteria in Annex A according to the procedure described in the Online Media Administration section of this policy.

The City of Streetsboro Online Content Terms of Use Statement (Annex A) must be posted or linked to each social media page.

Secured Communications

Social media sites allow for publicly available disclosure of personal information.

PA will be mindful of this when communicating with the public.

PA will not request sensitive information regarding personally identifiable details over a public channel. Sensitive information may include but is not limited to:

Contact Information: Name, Phone Number, Address, etc.

Complaint information: Specific complaint details, especially if those complaints involve neighbors or other specifically identifiable persons;

Legal Requests; and

Medical history or issues that can be associated with a specific individual.

Creating a Social Media Site or Account

Establishing a presence

Any department desiring to establish a Facebook, Twitter, or Google+ or any other Social Media platform presence will first consult with, and gain approval from, the Department Head.

Upon approval, the Department Head shall contact the CC who, with support from OM, will create the social media page or account.

Creating a Facebook Page

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

For 'type' description, choose 'government.'

A City of Streetsboro Distribution Email should be used as the Email address for the site and not a personal Email address or individual's Streetsboro Email address.

The page name should be descriptive of the Department Head and appropriate department.

The CC, with approval of the Department Head and assistance from OM, will standardize each Facebook site and provide the Facebook page's image, consisting of a picture and the appropriate logo.

The CC will consult with the Department Head in completing the 'About' Section. This section should be filled out accurately and completely.

In the General Information section, the following statements should be included: *(Insert department) is a department of the City of Streetsboro. This site is intended to serve as a mechanism for communicating official information between the public and [department] not to create or maintain a general public forum for dissemination of non-employee comments or opinions.*

The following notice must be included on all pages regarding 24-hour monitoring and emergencies.

This site is not monitored on a 24-hour basis. Please call 911 for emergencies.

A link to the appropriate City website or website redirect will be listed in the Page Info section. After site creation, the CC with assistance from OM will put the following finishing touches on the account:

Create a Facebook Username, consistent with any attached Twitter account;

Link the page to an existing Twitter account if applicable;

Merge duplicate pages;

Verify the site with Facebook;

Creating a Twitter Feed

The Department can create 'feeds' in Twitter not assigned to an individual user but to a whole department which has an already established Facebook page'.

The feed will be connected to a Streetsboro Distribution Email and not a personal Email address or individual's Streetsboro Email address.

The feed name should be descriptive of the department.

The CC, with approval of the Department Head, and with assistance from OM, will standardize each Twitter feed and provide the Twitter feed's image, consisting of a

header photo and the appropriate logo.

The CC will consult with the appropriate Department Head in completing the profile.

This section should be filled out accurately and completely.

A link to the appropriate City website or website redirect will be listed as part of the Twitter feed profile.

The Twitter feed should be followed by all other Twitter feeds. After site creation, the CC with assistance from OM will put the following finishing touches on the account:

- Add the Twitter feed to the Tweetdeck management console;

- Disable direct messaging to the Twitter feed;

- Disable location tracking of Tweets

- Enable tweets to redirect to the appropriate Facebook page.

Creating a Google My Business Account

The Departments can create 'brand accounts' in Google+ not assigned to an individual user but to a whole department or physical location.

The brand account name should be descriptive of the department.

The CC, with approval of the Department Head, and with assistance from OM will standardize each brand account and provide the brand account's image, consisting of a banner image and the appropriate logo.

The CC will consult with the appropriate authorized individual(s) in completing the profile. This section should be filled out accurately and completely.

A link to the appropriate City website or website redirect will be listed as part of the brand account profile.

After site creation, the CC with assistance from OM will put the following finishing touches on the account:

- Add the brand account to the City's primary Google+ account management console;

- Acquire any competing Google My Business pages;

- Verify the Google My Business page.

Creating a You Tube Channel

The Department can create 'channels' in YouTube not assigned to an individual user but to a whole department which has an already established Google+ Brand Account.

The channel name should be descriptive of the department.

The CC, with approval of the Department Head, and with assistance from IT will standardize each You Tube channel and provide the You Tube channel's image, consisting of a header photo and the appropriate logo.

The CC will consult with the Department Head in completing the profile. This section should be filled out accurately and completely.

A link to the appropriate City website or website redirect will be listed as part of the You Tube channel profile.

Department sponsored You Tube Channel should be followed by all other Department You Tube channels.

In the channel information section, the following should be included:

The purpose of the City's use of social media is to communicate official information, not to create or maintain a general public forum for dissemination of non-employee comments or opinions.

This site is not monitored on a 24-hour basis, please call 911 for emergencies. The City of Streetsboro Social Media Use Policy is available here:

The City of Streetsboro Online Content Terms of Use Statement is available here:

CITY OF STREETSBORO website: WWW.CITYOFSTREETSBORO.COM

After site creation, the CC with assistance from OM will put the following finishing touches on the account:

Add the brand account to the City's primary Google+ account management console; Setup appropriate channel keywords; Disable the display of advertisements alongside videos; and Verify the You Tube channel.

Operating a Social Media Site or Account

Page Administration

The CC, with approval of the Department Head, will add at least one PA for each to monitor the newly established Facebook page, Twitter feed, or Google+ brand channel.

The PA monitoring the page or account will remove content consistent with the rules set forth in this policy.

PA are responsible for keeping all content fresh, relevant, and accurate.

Posting Standards

PA must refer to this policy for appropriate posting rules including linking to and sharing external content.

PA will, if applicable, redirect tweets from the Twitter feed to an applicable Facebook account.

Policy Compliance

Compliance Measurement: the Department Head, with assistance from the CC, will verify compliance to this policy through various methods, including but not limited to, periodic surveys, video monitoring, business reports, internal and external audits, and feedback to the Department Head.

Exceptions: Any exception to the policy must be approved by the Department Head in advance.

Non-Compliance: An employee found to have violated this policy may be subject to disciplinary action, up to and including termination of employment.

Substantive changes to this policy will be communicated to City Council.

Related Standards, Policies and Processes

City of Streetsboro Online Media Use Terms of Use Statement (Annex A)
Public Record Retention Schedules

Annex A
City of Streetsboro Online Content Terms of Use
Statement

This document shall be available to all users of City of Streetsboro social media and web sites through a link on the main page of each.

AGREEMENT BETWEEN USER AND City of Streetsboro

The City of Streetsboro websites, www.CityofStreetsboro.com are comprised of various web page operated by The City of Streetsboro. The City of Streetsboro social media sites, hosted at Facebook, Google+, Pinterest, Twitter, and YouTube, contain posts, multimedia, and other original and linked content of the City.

The City of Streetsboro websites and social media sites ("Online Content") are offered to you conditioned on your acceptance without modification of the terms, conditions, and notices contained herein. Your use of the City's Online Content constitutes your agreement to all such terms, conditions, and notices.

MODIFICATION OF THESE TERMS OF USE

The City of Streetsboro reserves the right to change the terms, conditions, and notices under which the City's Online Content are offered, including but not limited to the charges associated with the use of the City's Online Content.

LINKS TO THIRD PARTY SITES

The City of Streetsboro's Online Content may contain links to other websites or other online content ("Linked Content"). The Linked Content is not under the control of City of Streetsboro and City does not guarantee the accuracy, relevance, timeliness or completeness of information contained on Linked Content. The City does not endorse the organizations sponsoring Linked Content and does not endorse the views they express or the products/services they offer. The City cannot and does not authorize the use of copyrighted materials contained in Linked Content. Users must request such authorization from the sponsor of the Linked Content. The City provides the Linked Content to you only as a convenience. The City of Streetsboro reserves the right to terminate any link.

COMMENT POLICY

***** Informational page only – No visitor Post*****

While the City of Streetsboro makes reasonable efforts to monitor and moderate content posted on Online Content platforms, neither the City of Streetsboro nor its employees or other affiliated individuals have the ability to moderate all comments at all times and cannot always respond immediately to online requests for information. The City of Streetsboro reserves the sole right to review, edit, and/or delete any comments it deems inappropriate. Comments including, but not limited to, the following may be deleted or edited if deemed inappropriate or irrelevant by the moderators:

1. Violates the terms of service of the website, webpage, or social media account
2. Contains non-public or confidential City information
3. Is pornographic, profane, obscene, sexual, or defamatory in nature
4. Promotes or advocates violence or the threat of violence
5. Defames any person or organization
6. Solicits commerce or promotes private business enterprises
7. Links to other website, webpages, or social media accounts, unless otherwise permitted under this policy
8. Promotes illegal activity
9. Compromises the safety and security of members of the public or public systems
10. Violates or appears to violate the legal ownership interest of another party
11. Promotes, fosters, or perpetuates discrimination of an individual or group of individuals on the basis of race, religion, national origin, ancestry, gender, age, disability, marital status, status with regard to public assistance, national origin, physical or mental disability, sexual orientation, or any other characteristic protected by law
12. Is false, misleading, slanderous, libelous or deceptive
13. Supports or oppose political candidates or ballot propositions
14. Endorses a particular political viewpoint, political candidate, commercial endeavor, or individual person

City of Streetsboro Online Content is not monitored on a 24-hour basis; please call 911 for emergencies. Please notify the City of Streetsboro if you encounter a post that you find to be inappropriate.

NO UNLAWFUL OR PROHIBITED USE

As a condition of your use of City of Streetsboro Online Content, you warrant to the City that you will not use City of Streetsboro Online Content for any purpose that is unlawful or prohibited by these terms, conditions, and notices. You may not use City of Streetsboro Online Content in any manner which could damage, disable, overburden, or impair City of Streetsboro Online Content or interfere with any other party's use and enjoyment of City of Streetsboro Online Content. You may not obtain or attempt to obtain any materials or information through any means not intentionally made available or provided for through City of Streetsboro Online Content.

LIABILITY DISCLAIMER

The information included in or available through City of Streetsboro online content may include inaccuracies or typographical errors. Changes are periodically added to the information herein. The City of Streetsboro may make improvements and/or changes in City of Streetsboro online content at any time. Advice received via City of Streetsboro online content should not be relied upon for personal, medical, legal or financial decisions and you should consult an appropriate professional for specific advice tailored to your situation.

The City of Streetsboro makes no representations about the suitability, reliability, availability, timeliness, and accuracy of the information, software, products, services and related graphics contained on City of Streetsboro online content for any purpose. All such information, software, products, services and related graphics are provided "as is" without warranty or condition of any kind. The City of Streetsboro hereby disclaims all warranties and conditions with regard to this information, services and related graphics, including all implied warranties or conditions of merchantability, fitness for a particular purpose, title and non-infringement.

In no event shall the City of Streetsboro be liable for any direct, indirect, punitive, incidental, special, consequential damages or any damages whatsoever including, without limitation, damages for loss of use, data or profits, arising out of or in any way connected with the use or performance of City of Streetsboro online content, with the delay or inability to use City of Streetsboro online content or related services, the provision of or failure to provide services, or for any information, services and related graphics obtained through City of Streetsboro online content, or otherwise arising out of the use of City of Streetsboro online content, whether based on contract, tort, negligence, strict liability or otherwise, even if City of Streetsboro has been advised of the possibility of damages. If you are dissatisfied with any portion of City of Streetsboro online content, or with any of these terms of use, your sole and exclusive remedy is to discontinue using City of Streetsboro online content.

TERMINATION/ACCESS RESTRICTION

The City of Streetsboro reserves the right, in its sole discretion, to terminate your access to City of Streetsboro Online Content and the related services or any portion thereof at any time, without notice. To the maximum extent permitted by law, this agreement is governed by the laws of the State of Ohio, U.S.A. and you hereby consent to the exclusive jurisdiction and venue of courts in Portage County, Ohio, U.S.A. in all disputes arising out of or relating to the use of City of Streetsboro Online Content. Use of City of Streetsboro Online Content is unauthorized in any jurisdiction that does not give effect to all provisions of these terms and conditions, including without limitation this paragraph. The City of Streetsboro's performance of this agreement is subject to existing laws and legal process, and nothing contained in this agreement is in derogation of the City of Streetsboro's right to comply with governmental, court and law enforcement requests or requirements relating to your use of City of Streetsboro Online Content or information provided to or gathered by the City of Streetsboro with respect to such use. If any part of this agreement is determined to be invalid or unenforceable pursuant to applicable law including, but not limited to, the warranty disclaimers and liability limitations set forth above, then the invalid or unenforceable provision will be deemed superseded by a valid, enforceable provision that most closely matches the intent of the original provision and the remainder of the agreement shall continue in effect. This agreement constitutes the entire agreement between the user and the City of Streetsboro with respect to City of Streetsboro Online Content and it supersedes all prior communications and

proposals, whether electronic, oral or written, between the user and the City of Streetsboro with respect to City of Streetsboro Online Content. A printed version of this agreement and any notice given in electronic form shall be admissible in judicial or administrative proceedings based upon or relating to this agreement to the same extent and subject to the same conditions as other business documents and records originally generated and maintained in printed form.