

CHAPTER 8

SOCIAL MEDIA POLICY

SECTION

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4-801. Purpose and applicability. (1) The City of Manchester endorses the secure use of social media to enhance communication, collaboration, and information exchange; streamline processes; and foster productivity. This policy establishes the city's position on the utility and management of social media and provides guidance on its management, administration, and oversight.

(2) This policy applies to every employee, whether part-time or full-time, currently employed by the city in any capacity who posts any material, whether written, audio, video, or otherwise on any website, blog, or social media network. This includes, but is not limited to blogs, Facebook, Twitter, Flickr, YouTube, Google+, LinkedIn, Wikipedia, Reddit, Digg, etc. (as added by Ord. #1444, Dec. 2014)

4-802. Policy. The city recognizes that social media provides a new and potentially valuable means of assisting the administration, individual departments, and personnel in meeting community outreach and promotion objectives, project and event updates, and problem-solving and investigative related objectives. This policy identifies potential uses that may be explored or expanded upon as deemed reasonable by administrative and supervisory personnel. The city also recognizes the role that these tools play in the personal lives of much of the personnel. The personal use of social media can have a bearing on departmental personnel in their official capacity. As such, this policy provides information of a precautionary measure as well as prohibitions on its use by city employees.

Employees have an affirmative duty to report to a supervisor or director any conduct that violates this policy.

Any employee who violates this policy shall be subject to discipline, up to and including termination. (as added by Ord. #1444, Dec. 2014)

4-803. Procedures for city-owned or created social media. (1) The city maintains an online presence. An employee may not characterize him or herself as representing the city, directly or indirectly, in any online posting

unless pursuant to a written policy of the city or the direction of a city director or official.

(2) All social media pages directly or indirectly representing to be an official statement of the city must be created pursuant to this policy and be approved by the director of information systems and the board of mayor and aldermen.

(3) The city's official, primary and predominant internet presence shall remain www.cityofmanchestertn.com and no other web, blog or social media page shall characterize itself as such.

(4) Where possible, social media pages shall clearly indicate they are maintained by the City of Manchester and shall have city contact information displayed.

(5) Where possible, social media pages shall state that the opinions expressed by visitors to the page(s) do not reflect the opinions of the city or its departments.

(6) A social media page is subject to Tennessee's Public Records Act (Tennessee Code Annotated, § 10-7-101, et seq.) and Open Meetings Act (Tennessee Code Annotated, § 8-44-101, et seq.) and no social media page shall be used to circumvent or otherwise in violation of these laws. All information posted on a social media page shall be a public record and subject to public inspection. All lawful records requests for information contained on a social media page shall be fulfilled by the director of information systems and any employee whose assistance is necessitated. Every social media page shall contain a clear and conspicuous statement referencing the aforementioned state laws. All official postings on a social media page shall be preserved in accordance with the city's records retention schedule.

(7) The purpose of a social media page is to serve as a mechanism for communication between the city and its constituents and all postings are subject to review and deletion by the city. The following content is not allowed and will be immediately removed and may subject the poster to banishment from all city social media pages:

- (a) Comments not topically related to the particular social medium article being commented upon;
- (b) Comments in support of or opposition to political campaigns or ballot measures;
- (c) Derogatory or false statements;
- (d) Profane language or content;
- (e) 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;
- (f) Sexual content or links to sexual content;
- (g) Solicitations of commerce;
- (h) Conduct or encouragement of illegal activity;

(i) Information that may tend to compromise the safety or security of the public or public systems; or

(j) Content that violates a legal ownership interest of any other party.

(8) Department-sanctioned presence. (a) Where possible, each social media page shall include an introductory statement that clearly specifies the purpose and scope of the department's presence.

(b) Where possible, each social media page should link to the city's official website.

(c) When deemed appropriate by the director of information systems, department-sanctioned social media pages shall feed updates into the city's official website.

(d) The director of each department is responsible for the approval and the content and upkeep of any department-sanctioned social media page created pursuant to this policy.

(e) The director of each department will consult and obtain approval from the director of information systems and the board of mayor and alderman prior to any new social media page or device implementation.

(f) The director of information systems will maintain a list of social media applications that are approved for use by city departments and staff as well as login and password information.

(g) Department staff representing a city department via social media outlets shall do the following:

(i) Conduct themselves at all times as representatives of the department and, accordingly, shall adhere to all department standards of conduct and observe conventionally accepted protocols and proper decorum.

(ii) Identify themselves as a member of the department.

(iii) Not violate any City of Manchester policies.

(iv) Not conduct political activities or private business.

(v) Not make statements about the guilt or innocence of any suspect or arrestee, or comments concerning pending prosecutions, nor post, transmit, or otherwise disseminate confidential information, including photographs or videos related to personnel, emergency situations or work assignments with personally identifiable information of victims.

(vi) Always post a disclaimer, in the case of photographs of arrested suspects, that suspects in the post are innocent until proven guilty.

(vii) Employees shall observe and abide by all copyright, trademark, and service mark restrictions in posting materials to electronic media.

(9) Use of city-owned devices and/or tools for unofficial, non-city social media use is prohibited. It should be noted that use of city owned devices or tools is subject to the Tennessee Open Records Act and the Tennessee Open Meetings Act. (as added by Ord. #1444, Dec. 2014)

4-804. Personal use and non-city social media sites. (1) An employee may not characterize him or herself as representing the city, directly or indirectly in an online posting unless pursuant to a written policy of the city or the direction of a department supervisor.

(2) The use of a city e-mail address, job title, official city seal or logo shall be deemed an attempt to represent the city in an official capacity.

(3) Any postings on a non-city social media site made in an official capacity shall be subject to the Tennessee Open Records Act and the Tennessee Open Meetings Act.

(4) Any use of a city-owned device or tool for social media purposes shall be subject to the Tennessee Open Records Act and the Tennessee Open Meetings Act.

(5) An employee or official posting on a social media page shall not disclose any confidential information in any posting.

(6) When posting in a non-official capacity an employee or official shall not identify himself or herself as an official or employee of the city. When the identity of an employee or official posting on a non-city social media site is apparent, the employee or official shall clearly state that he or she is posting in a private capacity.

(7) As public employees, department personnel are cautioned that speech on- or off-duty, made pursuant to their official duties-that is, that owes its existence to the employee's professional duties and responsibilities-is not protected speech under the First Amendment and may form the basis for discipline if deemed detrimental to the city and/or the department. City personnel should assume that their speech and related activity on social media pages will reflect upon the City of Manchester and their department. (as added by Ord. #1444, Dec. 2014)

4-805. Exclusions. Nothing in this policy shall apply to law enforcement use to detect, prevent or prosecute criminal activity. (as added by Ord. #1444, Dec. 2014)