

ARTICLE XII – Social Media Use

The City has created various social media accounts for the purpose of informing the public about City business, services, and events. The City of Clive’s Social Media Use Policy establishes policies and procedures governing employee use of such social media accounts. Employees who are required by job duties to engage in social media networking should become familiar with the following policies and procedures established in regards to social media.

12.1 Purpose

This administrative policy establishes the policies and procedures governing social media use by City of Clive Departments, Council, Boards, and Commissions. In addition, this policy addresses the responsibilities of individual employees and elected and appointed officials with regard to social media and the use of city resources (time/equipment) as well as responsibilities related to public records and open meeting laws.

Social media accounts shall be used for the purpose of informing the public about city business, services, and events. All official City of Clive presence on social media accounts are considered an extension of the City’s information networks.

The benefits of social media for the City of Clive are:

- To provide the community with an open forum to inquire, discuss, and respond to city business, services, and events.
- Enable Departments, Council, Boards, and Commissions with the ability to respond to citizens’ concerns or provide urgent updates in real time.

12.2 Definitions

City of Clive Social Media Use Policy: Designed with a broad focus to help employees freely and creatively participate in social media platforms, by focusing on high-quality practices, while maintaining continuity of the city’s image.

Social Media: Various forms of discussion and information-sharing, including social networks, blogs, video sharing, podcasts, wikis, message boards, and online forums. Technologies include: picture-sharing, wall-postings, fan pages, email, instant messaging, and music-sharing. Examples of social media applications include, but are not limited to, Google and Yahoo Groups (reference, social networking), Wikipedia (reference), MySpace (social networking), Facebook (social networking), YouTube (social networking and video sharing), Flickr (photo sharing), Twitter (social networking and microblogging), LinkedIn (business networking), and news media comment sharing/blogging.

Social Networking: The practice of expanding business and/or social contacts by making connections through web-based applications. This policy focuses on social networking as it relates to the Internet to promote such connection for official city business and for employees, elected, and appointed officials who are using this medium in the conduct of official city business.

12.3 Policy and Procedures

- A. The City Manager or designee will review and approve all Departmental requests to create social media accounts.
- B. The City's website www.cityofclive.com will remain the official location for content regarding city business, services, and events. Whenever possible, links within social media formats should direct users back to the City's website for more information, forms, documents, or online services necessary to conduct business with the City of Clive.
- C. Links to all social media accounts to which the city belongs are to be listed on the city's website. Interested parties wishing to interact with these accounts will be directed to visit the city's website for information on how to participate.
- D. All city social media accounts should be viewable to the public and not use privacy settings.
- E. The city logo and authorized departmental extensions should be used on all social media accounts to confirm authenticity of site. (Refer to the City of Clive Brand Standards Manual for guidance.)
- F. Departments that use social media accounts are responsible for complying with applicable federal, state, and local laws, regulations, and polices. This includes adherence to established laws and policies regarding copyright, records retention, Freedom of Information Act (FOIA), First Amendment free speech rights, privacy laws, and information security policies established by the City of Clive.
- G. City social media accounts should only join a group or become a fan of a page if it is related to city business, services, and events.
- H. Online representation on social media accounts is ultimately the responsibility of the Department Director.
 - Department Directors will appoint a social media moderator(s) to control the social media account who will ensure the appropriateness of content.
 - Designated moderator(s) should:
 - a. Be an employee or official volunteer of the City of Clive.
 - b. Be familiar with City of Clive's personnel policies.
 - c. Understand the scope of responsibility and be appropriately trained to interact on behalf of that Department.
- I. Departments should design a regimen to regularly monitor and update accounts at least twice a week. Departments should also address how they will utilize social media accounts during an emergency within their respective department Emergency Operations Plan.
- J. Employees representing the City of Clive via social media accounts must conduct themselves at all times as representative of the City of Clive. Employees who fail to conduct themselves in an appropriate manner shall be subject to the Disciplinary Action Procedures outlined in the Personnel Policy Manual.

- A. When posting information to the City's social media sites, moderators must adhere to the following:
- All messages posted to social media accounts should strengthen the City's image, increase positive publicity, and improve community relations.
 - Moderators must ensure information is accurate, timely, and appropriate.
 - Moderators must consistently check feedback and responses posted to the social media account to reduce/eliminate inappropriate discussions/posts.
 - All content is to be fully accessible to any person requesting documents from that site.
 - Before posting someone else's material, check with owner for permission.
 - When disagreeing with others' opinions, keep it appropriate and polite. Provide factual information, rather than subjective information.
 - Always pause and think before posting. If you are unsure, check with Department Director or City Manager first. It's better to err on the side of caution.
 - Stick to your area of expertise. For example, if Aquatics receives a question about Library Summer Program registration, it is not appropriate for Recreation staff to answer the question since it's not the Department's area of expertise. Instead the moderator should direct the question to the appropriate department.
- B. Acceptable forms of posted material include, but are not limited to:
- Text
 - Multimedia video
 - Live streaming video
 - Photographs or graphics
 - Links
- C. To assure that information posted on social media accounts are official, timely, and accurate, all material posted should be tied to the moderator(s)' City of Clive email account.
- D. Postings and comments to the City of Clive social media accounts containing any of the follows forms of content will not be allowed:
- Profane language or content.
 - Content that promotes, fosters, or perpetuates discrimination of protected classes under the Equal Employment Opportunity/Affirmative Action Policy Plan of the City of Clive
 - Explicit sexual or harassing content, images or links to sexual or harassing content, images, or links.
 - Information that may compromise the safety or security of the public or public systems; or content that violates a legal ownership interest of any other party.
 - Conduct or encouragement of illegal activity.
 - Solicitation of others for commercial ventures or religious, social, or political causes
 - Personal information about employees.
 - Off topic discussions or postings.

- Making or publishing of false, vicious, or malicious statements concerning any employee, supervisor, the city, or its operations.
 - Chat sessions in any social media accounts will not be used.
- E. The City Manager, or designated representative, reserves the right to delete submissions that are deemed inappropriate, according to prescribed unacceptable content standards. If any record is deleted for unacceptable content, it is still that particular Department's responsibility to retain a public record of that content and keep a running record of why the information was removed.
- F. Friends, fans, or followers should be removed if they continue to post inappropriate content. One warning should be given. If the individual posts inappropriate content a second time, they should be removed or blocked. The following verbiage can be used to warn individuals about their content:
"Your recent post is in violation of the City of Clive's Social Media Policy. Please refrain from posting inappropriate content in the future. If you do not refrain from posting such content, we will regretfully have to block you from further posts. Thank you for understanding."
- G. Material that is tagged to departmental accounts should be monitored to ensure appropriateness. If the tag is inappropriate, moderators or designees should remove the tag promptly.

12.5 Security of Social Media Accounts

- A. The following protection strategies should be implemented within Departments using social media accounts:
- Moderators should never leave a workstation unattended when logged on the social media account.
 - Only the Department Director, or designee, and moderator(s) should know login and password to social media account(s).
 - If moderator(s) change, login and password should also change.
- B. If security of social media account has been comprised, the Department Director or designee should:
- Respond quickly.
 - Change login and password information immediately.
 - Acknowledge security breach to social media followers.
 - Look for signs of damage and make necessary corrections.
 - Report incident to IT Director.