



Social Media Administrative Policy #12

September 2019

I. POLICY

Use of Social Media by employees, whether using the city's computers or personal computer systems, is also subject to the terms and restrictions set forth in this Policy. Limited and occasional use of city systems to use Social Media is acceptable, provided that it is done in a professional and responsible manner, does not otherwise violate city policy, is not detrimental to the city's best interests, and does not interfere with an employee's regular work duties. Social Media use from the city's systems is also subject to monitoring. The city's Acceptable Use of Information Technology Policies also applies to Social Media.

The city and its departments reserve the right to restrict or limit the subject matter of their social media sites and remove any content that is clearly off-topic or outside of the scope of the covered subject areas, or in violation of this policy or any applicable law.

Content deemed not suitable for posting by a city or departmental social media moderator and removed from social media sites shall be retained pursuant to the records retention schedule along with a description of the reason the specific content is deemed not suitable for posting.

II. CITY SPONSORED SOCIAL MEDIA

This policy establishes procedures for the proper use of social media sites governed by city employees with authorization from the Department Head and the Chief Information Officer. All social media sites shall provide the Chief Information Officer with full access to city-related social media sites either through the provision of login and password or Administrator Rights.

The Chief Information Officer will monitor content on social media sites to ensure adherence with this policy to include compliance with consistent citywide messages. The Chief Information Officer retains the authority to remove pages or close sites, if necessary.

A. Unacceptable Postings on City Sponsored Social Media

Employees who maintain city Sponsored Social Media shall not write any content or post any information that involves or are related to the following: