

RESOLUTION 12-03-2014

A RESOLUTION ADOPTING THE SANTAQUIN CITY SOCIAL MEDIA POLICY

WHEREAS, the role of technology in the 21st century workplace is constantly expanding and now includes social media communication tools that facilitate interactive information sharing, interoperability and collaboration. Commonly used social media websites such as Facebook ©, Twitter ©, YouTube ©, Pinterest ©, LinkedIn ®, etc. have large loyal user bases and are, thus, increasingly important outreach and communication tools for government entities; and

WHEREAS, to address the fast-changing landscape of the Internet and the way residents communicate and to obtain information online, Santaquin City has begun and may continue to use various social media tools to reach a broader audience. The city encourages the use of social media in accordance with this policy to further the goals of the city and the missions of its departments, where appropriate; and

WHEREAS, the use of social media tools by the city provides a way to build community and to officially and rapidly communicate directly with stakeholders, partners, the general public and the media as part of online communications. These tools are simply another way to deliver public information, customer service and e-government to our residents; and

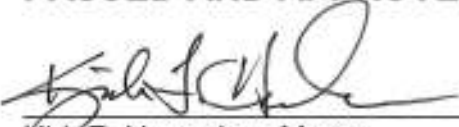
WHEREAS, the official city website, www.santaquin.org, and its associated functionality, remains the primary and predominant public source for in-depth information, forms, documents or online services necessary to conduct business with the city; and

WHEREAS, the city supports the use of social media technology to enhance communication, collaboration and information exchange to meet the mission and goals of the city; and

WHEREAS, the city has an overriding interest and expectation in deciding what is "spoken" on behalf of the city on social media sites; and

NOW THEREFORE, the Santaquin City Council hereby adopts the following social media policy for the use of social media on behalf of the city effectively immediately upon its passage.

PASSED AND APPROVED this the 17th day of December, 2014


Kirk F. Hunsaker, Mayor


Attest: Susan B. Farnsworth, City Recorder



CITY OF SANTAQUIN POLICY AND PROCEDURE

Number:
Authority:
Effective:
Revised:

SOCIAL MEDIA POLICY

1. Purpose

This Social Media Policy ("Policy") establishes guidelines for the establishment and use by the City of Santaquin ("City") of social media sites as a means of conveying information to members of the public.

The intended purpose of City social media sites is to disseminate information from the City about the City's mission, meetings, activities, and current issues to members of the public to ensure transparency.

The City has an overriding interest and expectation in protecting the integrity of the information posted on its social media sites and the content that is attributed to the City and its officials.

2. Definitions

"Social media sites" means content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the internet. Examples of social media include, but are not limited to, Facebook, Twitter, Blogs, RSS, YouTube, LinkedIn, Delicious, and Flickr.

"City social media sites" means social media sites which the City establishes and maintains, and over which it has control over all postings, except for advertisements or hyperlinks by the social media site's owners, vendors, or partners. City social media sites shall supplement, and not replace, the City's required notices and standard methods of communication.

"Posts" or "postings" means information, articles, pictures, videos or any other form of communication posted on a City social media site.

3. General Policy

- 3.1. The City's official website at www.santaquin.org (or any domain owned by the City) will remain the City's primary means of internet communication.

- 3.2. The establishment of City social media sites is subject to approval by the Mayor, or designee. Upon approval, City social media sites shall bear the name and/or official logo of the City and/or the department logo for which it was established.
- 3.3. All content on City social media sites shall be reviewed, approved, and administered by the Mayor, or designee.
- 3.4. City social media sites shall clearly state that such sites are maintained by the City and that the sites comply with the City's Social Media Policy.
- 3.5. City social media sites shall link back to the City's official website for forms, documents, online services and other information necessary to conduct business with the City.
- 3.6. The Mayor, or designee, shall monitor content on City social media sites to ensure adherence to both the City's Social Media Policy and the interest and goals of the City.
- 3.7. City social media sites shall be managed consistent with the Utah Open and Public Meetings Act (Utah Code Ann. § 52-4-101 et seq. (1953 as amended)) ("the Act"). Members of the City Council, Commissions and/or Boards shall not use the site or any form of electronic communication in violation of, or to circumvent the provisions of, the Act.
- 3.8. The City reserves the right to terminate any City social media site at any time without notice.
- 3.9. The City reserves the right to hide inappropriate public comments. Inappropriate comments or material may include but are not limited to content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, or status with regard to public assistance, national origin, physical or mental disability or sexual orientation, as well as any other category protected by federal, state, or local laws.
- 3.10. City social media sites shall comply with usage rules and regulations required by the site provider, including privacy policies.
- 3.11. The City's Social Media Policy shall be displayed to users or made available by hyperlink.
- 3.12. All City social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
- 3.13. City social media sites are subject to the Utah Public Records Act. Any content maintained on a City social media site that is related to City business,

including a list of subscribers, posted communication, and communication submitted for posting, may be considered a public record and subject to public disclosure. All postings on City social media sites shall be sent to an official City email account and maintained consistent with the Public Records Act. The email account dedicated to this purpose is records@santaquin.org.

- 3.14. Employees representing the City on City social media sites shall conduct themselves at all times as professional representatives of the City and in accordance with all City policies.
- 3.15. All City social media sites shall utilize authorized City contact information for account set-up, monitoring and access. The use of personal email accounts or phone numbers by any City employee is not allowed for the purpose of setting-up, monitoring, or accessing a City social media site.
- 3.16. City social media sites may contain content, including but not limited to, advertisements or hyperlinks over which the City has no control. The presence of such advertisements and/or hyperlinks placed on City social media sites by the social media site's owners, vendors, or partners does not constitute endorsement by the City or any of its officials, officers, employees or agents.
- 3.17. The City reserves the right to change, modify, or amend all or part of this policy at any time.

4. Content Guidelines

- 4.1. All content of City social media sites shall pertain only to City-sponsored or City-endorsed programs, services, and events. Content includes, but is not limited to, information, photographs, videos, and where appropriate, hyperlinks.
- 4.2. Content posted to the City's social media sites must contain hyperlinks directing users back to the City's official website for in-depth information, forms, documents or online services necessary to conduct business with the City of Santaquin, whenever possible.
- 4.3. The City shall have or obtain full permission or rights to any content posted by the City, including photographs and videos, before posting the same. The City does not relinquish any property rights by posting content on such sites.
- 4.4. Any employee authorized to post items on any of the City's social media sites shall review, be familiar with, and comply with the social media site's use policies and terms and conditions.
- 4.5. The City's social media sites are for informational purposes only. No employee authorized to post items on any of the City's social media sites shall express his or her own personal views or concerns through such

- postings. Instead, postings on any of the City's social media sites by an authorized City employee shall only reflect the approved policies of the City.
- 4.6. Postings must only contain information that is freely available to the public and that is not confidential in nature as defined by any City policy or state or federal law.
 - 4.7. Except as required by the Government Records Access and Management Act ("GRAMA"), Postings may NOT contain the names, telephone numbers, addresses, birth dates, social security numbers, except for the names of employees whose job duties include being available for contact by the public.
 - 4.8. Postings to City social media sites shall NOT contain any of the following:
 - 4.8.1. Comments that are not topically related to the particular posting being commented upon;
 - 4.8.2. Comments in support of, or opposition to, political campaigns, candidates or ballot measures;
 - 4.8.3. Profane language or content;
 - 4.8.4. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, or status with regard to public assistance, national origin, physical or mental disability or sexual orientation, as well as any other category protected by federal, state, or local laws;
 - 4.8.5. Sexual content or links to sexual content;
 - 4.8.6. Solicitations of commerce;
 - 4.8.7. Encouragement of illegal conduct or activity;
 - 4.8.8. Information that may tend to compromise the safety or security of the public or public systems; or
 - 4.8.9. Content that violates a legal ownership interest of any other party.
 - 4.9. These guidelines shall be displayed to users or made available by hyperlink on all City social media sites. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster, when available, in compliance with applicable record retention policies, laws and ordinances.
 - 4.10. The City reserves the right of the Mayor, or designee, to implement or remove any functionality of its social media site, in order to further or comply with the provisions of this policy. This includes, but is not limited to, information,

articles, pictures, videos or any other form of communication that is posted on a City social media site.

- 4.11. Except as expressly provided in this Policy, City officials, officers and employees accessing any social media site shall comply with all applicable City policies pertaining to communications and the use of the internet by employees, including email content.
- 4.12. All of the content on City social media sites must be provided to the City's Mayor, or designee, for posting to the social media site.