

Social Media Policy

August 9, 2011

Applies To: Full and part-time employees, temporary employees, appointed employees, contractors, interns and any person engaged in the performance of work pursuant to the provisions of any federal grant or contract.

Synopsis: This policy describes how the City of Minneapolis formally participates in external Social Media communities.

Key Words: Social Media, Facebook, Twitter, YouTube, Web, Blog,

Links:

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Purpose and Scope of the Policy

Purpose: To communicate the City's requirements regarding the use of social media and increase awareness of how employees should conduct themselves when interacting on the City's social media sites.

Coverage: The following policy covers the City's social media presence and City employees' conduct and use of the City's social media sites such as, but not limited to, blogs, Facebook, Twitter, and YouTube.

All other City policies and state and federal laws apply to social media, even if not specifically mentioned in this policy. For example, users shall bear in mind the requirements of City policies, including Civil Service Rule 11, which covers substandard performance and misconduct.

Applies to: This policy applies to all full and part-time employees, temporary employees, appointed employees, contractors, interns and any person engaged in the performance of work pursuant to the provisions of any federal grant or contract.

Definitions:

Employee: Employee means a person who performs services for the City of Minneapolis, with or without compensation, including persons who perform work for the Mayor's office, City Council departments, persons who perform work pursuant to the provisions of any federal grant or federal contract, classified employees, temporary employees, appointed employees, contractors, and interns.

Social Media: User-generated, web/online content created by individuals using highly accessible and scalable publishing technologies including, but not limited to, blogs, wikis, photo-sharing networks, online virtual communities, podcasts, user-generated videos, message boards and other technologies.

Communications Department's Social Media Sites: Social media sites of the City of Minneapolis Communications Department.

Department Social Media Site: A social media site of a Department of the City of Minneapolis.

City's Social Media Sites: Communications Department's social media sites and department social media sites.

General Conditions

Creation, Development and Maintenance:

The Communications Department is authorized to contract and may authorize other employees to contract for the creation of the City's social media sites. The Communications Department is directed to develop and maintain employee procedures for the implementation and ongoing maintenance of this policy.

The City of Minneapolis Communications Department may create, develop and maintain Communications Department social media sites.

City departments wishing to communicate on the Communications Department's social media sites will make a request to the Communications Department.

Departments may make requests to the Communications Department to create and develop their own department social media sites. Department social media sites can only be created upon the approval of the Communications Department. If a department social media site is approved by the Communications Department, the department receiving the approval is responsible for creating, maintaining and monitoring the department social media site.

Linking: Content posted on the City's social media sites should link back to the Official City of Minneapolis Website at www.minneapolismn.gov for more information, forms, documents, or online services necessary to conduct business with the City of Minneapolis.

Representation: Employees representing the City of Minneapolis on the City's social media sites must conduct themselves at all times as representatives of the City. They should be professional and follow the user conditions listed below.

Monitoring: The City's Communications Department will monitor content on Communications Department's social media sites.

User Conditions: Employees are advised of the following:

- City policies, rules, regulations and standards of conduct apply to employees who participate in social networking while conducting City business. Use of official City of Minneapolis e-mail addresses while communicating as a City employee will constitute conducting City business.
- Employees shall not represent that they are speaking or acting on behalf of the City of Minneapolis, or that they are representing or presenting the interests of the City of Minneapolis, unless they have been authorized to do so.
- When an employee comments publicly about any issue in which they are engaged in their capacity as a City of Minneapolis employee, the employee

shall not engage in conduct prohibited by the City of Minneapolis Respect in the Workplace Policy.

- Employees may not use the City's social media sites to engage in campaigning for any candidate or any other purpose prohibited by law.
- Employees shall comply with the City's Solicitation For Charitable Purposes Policy, the City's Electronic Communications Policy and the City's ethics ordinance when using the City's social media sites.
- Employees shall not use the City's social media sites to advertise products or services or conduct any activity meant to foster personal gain, financial or otherwise, including outside business or commercial activities.
- Employees shall not use the City's social media sites to copy or transmit any documents, images, software or other information protected by a copyright owned by someone or an entity other than the City of Minneapolis, without proper authorization from the copyright owner.
 - Copyright protection applies to any document, image, software or information unless it is specifically marked as public, not copyrighted, or freeware. In the absence of any specific copyright markings, material or information should be assumed to be copyright-protected.
 - It is the employee's responsibility to obtain proper authorization from the copyright owner prior to using the electronic communications system to copy or transmit copyrighted material.

Roles and Responsibilities

Communications Department is responsible for:

- Creating, developing and maintaining Communications Department's social media sites.
- Reviewing all requests by City departments to create and develop department social media sites.
- Monitoring the Communications Department's social media sites for inappropriate content and removing the content if necessary.
- Responding if needed to posts or information requests received via the Communications Department's social media sites.
- Assisting Human Resources with the content of any enterprise policy training and education for supervisors.
- Complying with the Americans with Disabilities Act by ensuring that the social websites are accessible.
- Ensuring that disabled persons can access crime alerts with commercially available text-based screen reader software.

Departments, other than the Communications Department, are responsible for:

- Forwarding requests to the Communications Department to create and develop a department social media site.

- Designating a social media page administrator, who will be involved with content management of the department social media site.
- Monitoring their department social media sites for inappropriate content and removing the content if necessary.
- Responding if needed to posts or information requests received on department social media sites.
- Complying with the Americans with Disabilities Act by ensuring that the department social media sites are accessible.
- Ensuring that disabled persons can access crime alerts with commercially available text-based screen reader software.

BIS is responsible for:

- Assisting departments, including the Communications Department, in retaining records of social media site content in accordance with the records retention policy. Assistance will be in the form of technical consulting to determine whether approved social media sites provide export capabilities, or by providing a service to help define manual procedures for screen capture.
- Assisting departments in creating department-created content to comply with the Americans with Disabilities Act.
- Assisting departments, including the Communications Department, in creating ways that disabled persons can access crime alerts with commercially available text-based screen reader software.

The City Attorney's Office is responsible for:

- Advising the Communications Department of laws that may require any modification in the policy or procedures implementing the policy.
- Assisting with legal interpretation of the policy language.
- Assisting in determining when there may be a violation of the policy.
- Alerting appropriate personnel when records need to be preserved for litigation.

The Human Resources Department is responsible for:

- Enterprise policy training and education by providing information to new employees during new employee orientation, as needed.
- Assisting in determining when there may be a violation of the policy and advising on appropriate disciplinary action where applicable and appropriate.

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