

Social Media Policy

1.0 POLICY STATEMENT: The use of Social Media by individuals as well as governments has grown significantly in the past several years. With our community relying more and more on social media and other forms of communication to obtain news and information, the City of Johnson City has incorporated social media into the existing communication tools to expand and enhance the City's efforts to provide timely, pertinent government information.

The primary benefits of the City's social media are that it: provides rapid disbursement of emergency information enabling the City to respond to situations or post information instantaneously; expands the City's communications to a greater number of citizens; and directs users to the City website where more complete, detailed information can be obtained, and comments can be registered.

2.0 EMPLOYEE ACCESS: This social media policy is subject to and complements the City's "Technology Use Agreement", in addition to any existing or future City policies regarding the use of technology, computers, email communications, and internet.

3.0 ACCOUNT MANAGEMENT: Prior to posting on the City-approved social media pages, City employees must submit an application to the Community Relations Department, and receive the appropriate Department Director's approval for permission to maintain and or post on the Department's page.

3.1 The Community Relations designee will periodically review the social media page and those that do not meet the City's intended standards or guidelines may be removed at any time by the Community Relations Department or the Department Director.

3.2 The Community Relations Department will be responsible for monitoring posts on the City's social media pages, maintaining a list of all social networking application domain names and all employee administrators of these accounts, and removing inappropriate or unacceptable posts on the City's page.

3.3 All social media pages must be established by the Community Relations designee in the City's name, and the log-in name, password for access will be controlled by the Community Relations Department. Each approved Departmental Representative will be responsible for maintaining their respective page.

4.0 ACCEPTABLE USE: Employees shall follow regulations and policies according to the City’s “Technology Use Agreement.” It is the employees’ responsibility to use all aspects of communication in an ethical, values-based, and legal manner.

5.0 CONTENT: It will be the responsibility of the department representative (as appointed by the Department Director and Community Relations Department) to maintain the content of their respective social media accounts. The Community Relations Department will monitor to ensure a consistent citywide message is being conveyed and adherence to the Social Media Policy. The Community Relations Department may also direct departments to modify social media content based on best practices and industry norms.

City Employees posting content must follow these guiding principles:

- 5.1 Maintain transparency by using your real name and job title, and by being clear about your role regarding the subject.
- 5.2 Write and post only about your area of expertise, and if such posting is related to the City and your assignments.
- 5.3 Keep postings factual and accurate; no personal opinions are allowed.
- 5.4 Post meaningful, respectful entries that are on topic.
- 5.5 Pause and think before posting. If you are about to post something that makes you even slightly uncomfortable, do not post it. Understand that postings are widely accessible, not easily retractable, and will be around for a long time, so consider content carefully. All posts are the property of the City of Johnson City.

6.0 SECURITY: This Social Media Policy is subject to and complements the City’s “Technology Use Agreement” in addition to any existing or future City policies regarding the use of technology, computers, email and internet.

7.0 LEGAL ISSUES: All City of Johnson City social networking sites shall adhere to applicable state, federal and local laws, regulations and policies including all Information Technology and Records Management City policies and other applicable City policies.

- 7.1 Tennessee’s Public Records Act (T.C.A. § 10-7-101, *et seq.*) and Open Meetings Act (T.C.A. § 8-44-101, *et seq.*) apply to social media content and therefore content must be able to be managed, stored and retrieved to comply with these laws.

- 7.2 Relevant City of Johnson City and State of Tennessee records retention schedules apply to social networking content. Records required to be maintained pursuant to a relevant records retention schedule shall be maintained for the required retention period in a format that preserves the integrity of the original record and is easily accessible using the approved City platforms and tools.
- 7.3 All social network sites and entries shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.
- 7.4 Content submitted for posting that is deemed not suitable for posting by a City of Johnson City social networking moderator because it is not topically related to the particular social networking site objective being commented upon, or is deemed prohibited content based on the criteria in this policy, 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.

8.0 CITIZEN CONDUCT: Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between City departments and members of the public. City of Johnson City social media sites and comments containing any of the following forms of content shall not be allowed (these guidelines must be displayed to users or made available by hyperlink):

- 8.1 Comments not topically related to the particular social medium article;
- 8.2 Comments in support of or opposition to political campaigns or ballot measures;
- 8.3 Profane language or content;
- 8.4 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;
- 8.5 Sexual content or links to sexual content;
- 8.6 Solicitations of commerce;
- 8.7 Conduct or encouragement of illegal activity;
- 8.8 Information that may tend to compromise the safety or security of the public or public systems; or
- 8.9 Content that violates a legal ownership interest of any other party.

9.0 DISCLAIMER: The City of Johnson City social media networking use is subject to the privacy policy and disclaimer contained on the City's website www.johnsoncitytn.org.

10.0 RESPONSIBILITY: The policy applies to all city employees who are responsible for complying with all provisions herein. Any violation of the policy is subject to disciplinary action in accordance with the City's Personnel Policies.

APPROVED:

M. Denis Peterson
City Manager

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Revisions: