


DEPARTMENT OF INFORMATION TECHNOLOGY	CITYWIDE POLICY	 City of Cottonwood
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P 5050 - SOCIAL MEDIA POLICY

DOCUMENT NUMBER:	P5050
EFFECTIVE DATE:	JULY 1, 2018
REVISION:	1.3

1. AUTHORITY

To effectuate the mission and purposes of the City of Cottonwood (CoC), the DoIT shall establish a coordinated plan and program for Information Technology (IT) implemented and maintained through policies, standards and procedures (PSPs) as authorized by Deputy City Manager and approved by the City Manager of Cottonwood.

2. PURPOSE

The purpose of this policy is to define proper usage of social media for departments to conduct City business and behavior of individuals who have been authorized by the Deputy City Manager or his/her Designee to develop, publish and maintain content on behalf of the department or city.

3. SCOPE

This policy applies to all city departments and/or data exchange with third parties that perform IT functions, activities or services for or on behalf of city departments or their Divisions. Applicability of this policy to third parties is governed by contractual agreements entered into between the department and the third party/parties.

4. EXCEPTIONS

- 4.1** Policies, standards and procedures (PSPs) may be expanded or exceptions may be made on a case by case basis, governed by the Department of Information Technology in coordination with the Deputy City Manager.

5. ROLES AND RESPONSIBILITIES

- 5.1** City IT Manager (ITM) or his/her designee shall:
 - a.** Be ultimately responsible for the correct and thorough completion of Citywide IT PSPs throughout all city departments.

5.2 Department head or his/her designee shall:

- a. Assign appropriate personnel to oversee the use of social media, evaluate and authorize department requests for usage, and determine appropriateness of the content posted to social media sites; and
- b. Periodically review social media usage to ensure it continues to reflect the department's and city's mission, communication strategy and priorities;
- c. Ensure the security of department social media credentials and report any possible security breach, where credentials may have been compromised, to the Department of Information Technology;
- d. Ensure users are appropriately trained and educated on social media and IT policies;
- e. Monitor personnel activities to ensure compliance;

5.3 Individual Users shall:

- a. Read, understand and follow this PSP, Citywide Policy P5050, Social media Policy, and related PSPs; and ensure compliance;
- b. Ensure any social media usage is consistent with applicable laws, rules and Citywide and Department policies; inappropriate postings that include discriminatory remarks, harassment, threats of violence or similar inappropriate or unlawful conduct will not be tolerated.

5.4 Deputy City Manager or his/her designee shall:

- a. Monitor and filter, as necessary, all social media content posted; and
- b. Respond to comments and inquiries received via social media, or delegate, as appropriate.

6. DEPARTMENT POLICY

This policy establishes and defines the guidelines and use of social media.

6.1 All Department authorized personnel and contractors who are responsible for content on behalf of the Department or the City or who speak officially on behalf of the Department or the City, in social media efforts, shall:

- 6.1.1** Receive proper instructions and training, as well as acknowledge their understanding of any department specific policies, and standards and procedures, related to social media, before using any City social media communications;

- 6.1.2 Not share their login credentials with anyone;
 - 6.1.3 Notify the account administrator of any changes, including separation, so that their access may be disabled timely;
 - 6.1.4 Obtain approvals from the Department Manager or his designee before registering and participating in social media activity in an official capacity;
 - 6.1.5 Respect copyright laws, intellectual property, and reference/cite sources appropriately;
 - 6.1.6 Understand social media may not be used for personal gain, conducting private commercial transactions, or engaging in private business activities;
 - 6.1.7 Understand that postings to social media websites immediately become part of a public record.
 - 6.1.8 Not post or release proprietary, confidential, sensitive, or other City government Intellectual Property;
 - 6.1.9 Address issues only within the scope of their specific authorization;
 - 6.1.10 Be respectful and mindful of the City, in addition to City leadership, City employees, customers, partners, vendors, citizens, and the public;
 - 6.1.11 Without prior approval from Department Manager or his/her designee, not post information, photos, links or URLs or other items online that would reflect negatively on the City, its citizens or any individual;
 - 6.1.12 Not incite or promote violence or illegal activities;
 - 6.1.13 Not include information that reasonably could compromise public safety;
 - 6.1.14 Not promote or endorse political campaigns or candidates; and
 - 6.2.16 Use approved City social media to post official Department information.
- 6.2 Monitoring of social media:** The City reserves the right to monitor and log all web social media activity without notice.
- 6.3 Personal use of social media outside of work:** Nothing in this policy prohibits the personal use of social media outside of work; however, such personal use shall be done in such a manner that it is not construed to be an official act of the City or the Department.
- 6.4 Public Records/Records Retention –** Social media sites contain communications sent to or received by Departments and are therefore public records subject to City retention schedules.
- 6.4.1 The City Information Technology Department archives all posts on all official social media accounts.

7. ATTACHMENTS

None.

8.

I have read, understand and will comply with everything contained in this policy, P 5050: Department of Information Technology Social Media Policy.

Printed Name:

Signature:

Date:

9. REVISION HISTORY

Date	Change	Revision	Signature
5-22-2017	Created policy	Draft	John C. Carter
8-9-2017	Edited policy for review	1.0	John C. Carter
10-10-2017	Edited policy for further review	1.1	John C. Carter
10/30/2017	Edited policy for further review	1.2	John C. Carter
6/25/2018	Published Policy	1.2	John C. Carter
6/28/2018	Added New Section 8 – Signature page	1.3	John C. Carter