



**CITY OF KANNAPOLIS
PERSONNEL POLICIES AND PROCEDURES**

SUBJECT: Social Media Use

POLICY NUMBER: 300.17

EFFECTIVE DATE: 06/01/2016

AUTHORIZATION: 

City Manager

REVISIONS:

SUBJECT: SOCIAL MEDIA USE

PURPOSE:

This document provides policies and guidelines for social media use by employees of City of Kannapolis. This Policy is in accordance with the North Carolina Office of the Governor's, "Best Practices for Social Media Usage in North Carolina."

Social Media interactions shall serve three primary purposes:

1. Disseminate emergency information quickly
2. Promote city sponsored events, activities and services
3. Refer audiences to content available online at kannapolisnc.gov

Social media will be used as a secondary platform of communication, the City of Kannapolis website will remain the city's primary and predominant internet presence.

STATEMENT OF POLICY:

- A. All new social media tools proposed for official city use must first be approved by the Director of Communications and the City Manager. The Director of Communications will maintain and manage a list of social media tools which are approved for official use by city departments and staff.

The current list includes:

1. Facebook
2. YouTube
3. Twitter

The Director of Communications will maintain and manage a list of all city social media accounts, including domain URL, login and password information.

All official City of Kannapolis accounts on social media sites or services are considered an extension of the city's information networks and are governed by the Electronic Communications Policy contained in the City of Kannapolis Personnel Manual.

Departments that use social media are responsible for complying with applicable federal, state and city laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright, records retention, the Freedom of Information Act (FOIA), the First Amendment, privacy laws and information technology policies established by City of Kannapolis.

Employees using social media to communicate on behalf of City of Kannapolis should be mindful that any statements made are on behalf of the city governments as a whole; therefore, employees should use the utmost discretion before posting or commenting. All Social media communication will be monitored, and improper use of social media may result in disciplinary action.

Employees should be aware of the Terms of Service (TOS) of the particular form of media. Each form of social media has its own unique TOS that regulates how users interact. Any employee using a form of social media on behalf of a city agency should consult the most current TOS in order to avoid violations. If the TOS contradict City of Kannapolis Social Media Use Policy, contact the Director of Communications and a decision will be made about whether such use of social media is appropriate.

Permission to use releases is required for all persons depicted in images and video displayed on City of Kannapolis social media sites per the requirements of the Public Records Statutes.

City employees and city departments utilizing social media must not knowingly communicate inaccurate or false information. All reasonable efforts should be made by the city employee or city department to provide only verifiable facts—not unverifiable opinions.

City of Kannapolis reserves the right to modify this policy at any time.

B. Content

Whenever appropriate/possible, content posted to City of Kannapolis social media outlets will also be available on the city's website.

Users and visitors to social media sites shall be notified of the intended purpose of the site—to serve as a mechanism for communication between the city departments and members of the public and is not intended for service requests. City of Kannapolis social media sites or comments containing any of the following forms of content shall not be allowed.

1. Comments/remarks not topically related to the particular item/posting being commented upon
2. Profane language or content
3. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, marital status, religion, gender, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
4. Comments that support or oppose political campaigns or ballot measures
5. Sexual content or links to sexual content
6. Harassment
7. Solicitations of commerce
8. Comments from anonymous users
9. Conduct or encouragement of illegal activity
10. Information that may tend to compromise public safety
11. Content that violates a legal ownership interest of any party
12. Questions from the media

City of Kannapolis social media moderators shall allow comments that are topically related to the particular content thus within the purpose of the limited public forum, with the exception of the prohibited content listed previously.

These guidelines must be displayed or made available by hyperlink to users on the 'info' or 'about' sections of social media sites. This comment policy is subject to amendment or modification at any time. Any content removed based on these guidelines must be retained, including the time, date, and identity of the poster when available. City of Kannapolis reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law. City of Kannapolis retains the authority to remove any information from social media platforms.

All content and images posted to social media sites must be original work and/or property of City of Kannapolis or allowable by copyright law. A release must remain on file with the site administrator for any content that does not meet such requirements and are required to remain on file with the administrator of the social media site.

C. Personal Employee Use of Social Media

Access to any social media profiles or networks unrelated to official city business on city equipment and/or time is strictly prohibited.

City of Kannapolis recognizes that its employees may use social media on a personal basis in their lives outside of the professional activities and that such use may include the right to exercise freedom of speech.

At the same time, City of Kannapolis encourages employees to use their professional judgment when posting to social media sites, especially if referring to work related activities. Even though acting in an unofficial capacity, employees should remember they may be perceived by the public as representing City of Kannapolis. When posting on official City of Kannapolis sites in an unofficial capacity about City of Kannapolis activities, employees are advised to not express personal opinions which may/may not necessarily represent City of Kannapolis' official position. If you are participating as a private citizen, remember the standard of behavior expected of public servants.

Employees should never use their city email account or passwords as login information in conjunction with any personal social media profiles or sites.

Using government insignia or logos may imply you are authorized to speak on behalf of City of Kannapolis. To ensure city employees personal social media profiles are not perceived by the public as representing the department or City of Kannapolis as a whole, departmental emblems, City of Kannapolis logos, city uniforms and city vehicles should not be depicted in any part of your personal social media profile. Job titles are prohibited on any social media profile or site except LinkedIn.

Violations of the use of Social Media will be addressed per the City Employees Discipline Policy.

D. Public Record, Record Management and Preservation

Like email, communication via social media websites may be public record and subject to the North Carolina Public Records Law and the Record Retention Law. This means both the posts of the employee administrator and any feedback by other employees or non-employees, including citizens, are a part of the public record. The administrator of

departmental social media profiles and sites is responsible for proper archiving of all public records in accordance with City of Kannapolis record retention policy.

Any content removed based on the guideline outlined in City of Kannapolis Social Media Use Policy Section 3 must be retained, including the time, date, and identity of the poster when available. City of Kannapolis reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.

Standards for Specific Mediums of Social Media Platforms

These policies and guidelines will evolve as new technology and social media tools are developed. Violations of the policies and guidelines may result in the restriction or removal of departments social media profiles from social media outlets and/or disciplinary action. City of Kannapolis retains the authority to remove any post and comments on city social media sites.

A. Facebook

The social networking site, Facebook will be utilized to promote awareness of City of Kannapolis policies, procedures, events, programs, projects, activities and services for city residents. This standard is designed for city departments to drive traffic to the city's website: www.kannapolisnc.gov as well as department web sites and to be used in conjunction with the city's social media Use Policy. As the Facebook platform changes, these standards will be amended accordingly.

General Account Information

The City of Kannapolis will maintain one general City account per social media platform. The number of administrators must have the account connected to their kannapolisnc.gov email address. Administrators will be responsible for collaborating with the Director of Communications on all content, comments, and archiving the public record. If administrators change, the Director of Communications shall be notified immediately.

Content

Applications are not to be added to the city's Facebook page without approval by the Department of Information Technology. While applications may be useful to the page's mission, they can pose a serious security risk.

The Facebook page will have a custom URL to be determined and implemented by the Director of Communications.

The City Facebook page will have the city seal as the profile picture, unless approved by the Director of Communications.

All cover images must comply with all city standards and be relevant and representative of city departments, department services or programs.

A link to the city website and department URL will be included in the "About" section.

Immediately following the department description on the "About page", the following text will be included:

This site is intended to serve as a mechanism for communication between the public and the City of Kannapolis on the listed topics and is not intended for service requests. Any post/comment submitted to this page and the list of fans is public records, subject to disclosure pursuant to Freedom of Information Act. Public records requests must be directed to the Director of Communications at 704-920-4311. This site is not monitored by emergency services. Call 911 for emergencies.

Comments posted to this page will be monitored. Under the City of Kannapolis Social Media Use Policy, we welcome participation of our citizens on Facebook and ask that you recognize these guidelines:

The City reserves the right to delete comments that contain vulgar, abusive, harassing or threatening language; are personal attacks of any kind; are offensive to common sensibilities; are hate-based, prejudiced or hurtful remarks made toward any minority, ethnic, racial or religious group; are spam; include any sales/promotion of goods or services or links to other sites; are clearly off-topic advocate unlawful activity; promote particular services, products or political organizations; infringe on copyrights or trademarks.

Please note that the comments expressed by the public on social networking sites do not reflect the opinions or positions of the City of Kannapolis.

The City Facebook page will not “like” any other pages except other authorized city partners; county, state agencies or federal government agencies and/or programs/initiatives sponsored by the City.

Any deleted or removed comments or wall postings must be documented prior to removal in accordance with the city’s records retention policy.

City of Kannapolis reserves the right to revoke the ability for ‘wall’ postings at any time, including emergency situations.

Department administrators will collaborate with the Director of Communications on what will be posted. The schedule feature should be used in order to ensure that the page is appropriately used daily, to avoid duplicate postings and maintain consistently City branding.

Employees must not post anything that violates the Health Insurance Portability and Accountability Act of 2003 (HIPPA). This includes: demographic information, any reference to physical or mental health, or elements thereof, provision of or payment for healthcare or identifiable health information of any kind, even in cases when the individual(s) is not identified by name.

B. Twitter

The micro blogging tool, Twitter, allows account holders to tweet up to 140 characters of information to followers. By procuring and maintaining Twitter accounts, city departments will communicate information directly to their Twitter followers, alerting them to news and directing them to Kannapolisnc.gov for more information. The standards should be used in conjunction with City of Kannapolis’ Social Media Use Policy. As the Twitter platform changed, these standards will be amended accordingly.

General Account Information

The city will maintain one Twitter account. Department administrators will collaborate with the Director of Communications on all content, comments, and archiving the public record. If administrators change, the Director of Communications will be notified immediately.

Content

The City's Twitter bio will read: city name, tweets, comments, and list of followers are subject to public disclosure. This site is not intended for service requests and is not monitored by emergency services. Call 911 for emergencies.

Information posted on Twitter shall conform to the policies and procedures of the City of Kannapolis' Social Media Use Policy.

Twitter content shall be relevant, timely and of an informative nature.

All tweets will link back to the kannapolisnc.gov website

The Twitter account background will include the City of Kannapolis logo.

Administrators will not respond or reply to any Twitter content unrelated to serving the here primary purposes outlined in the City of Kannapolis Social Media Use Policy section. The Twitter will not 'like' any other pages except other authorized city partners; county, state agencies or federal government agencies and/or programs/initiatives sponsored by the City.

C. YouTube

Primary objectives for City of Kannapolis online video:

1. Provide information about city services, programs and events
2. Showcase city events
3. Highlight outstanding individuals and organizations contributing to City of Kannapolis
4. Feature City of Kannapolis' unique history and heritage

The City encourages the use of video content to further the goals of the City and the missions of its departments, where appropriate. These standards should be used in association with City of Kannapolis Social Media Use Policy.

Content

All video content to be posted on the City of Kannapolis YouTube channel is subject to approval by the Director of Communications and must fulfill one of the primary objectives. Video quality and audio must be comparable to DVD quality. If the piece was not produced internally, the department must secure permission and rights to stream the video and provide it in writing to the Direct of Communications. Videos can be no longer than 15 minutes.

Comments on city of Kannapolis YouTube pages will be turned off.

See Related Policies:

- 300.01 Employee Conduct
- 300.02 Disciplinary Action
- 300.16 Electronic Communications