

1. PURPOSE

A social networking presence has become a hallmark of vibrant and transparent communications. Social networking improves interactivity between city government and the public and it reaches populations that do not consume traditional media as frequently as others do. Therefore, it is important that the city of Menasha enhances its communications strategy using social networking.

These guidelines are established to:

- define the role that social networking will play in the city's communication strategy and ensure consistency among departments in its use
- minimize security risks and impacts on IT infrastructure
- identify staff roles in implantation of social networking strategy
- ensure compliance with open records laws
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2. GUIDELINES

2.1 IMPLEMENTATION

Each department should have a clear communications strategy and should take the time to determine how social media fits into this strategy. Department heads should evaluate whether use of social media is appropriate. When a department decides to use social media to enhance its mission it should request approval through the mayor's office.

The mayor's office will evaluate and approve requests for social networking sites at the department level. Responsibilities will include:

- Evaluate requests for usage and authorize creation of sites
- Verify staff being authorized to use social media tools
- Maintain a list of social media domains, active account logins and passwords
- Change passwords if employee is removed as administrator

Requests for usage of social networking sites should include:

- Target audience
- Types of information department is attempting to communicate
- Goals including total number of friends, comments per month, posts per month
- Proposed responsible staff member
- training required

2.2 GOALS, MONITORING, AND UPDATING

Social networking sites are a resource to provide enhanced communications between the city of Menasha and citizens. Therefore, it is important that all sites are updated with relevant and useful information on a timely basis. Each department using social networking sites shall have specific goals regarding number of friends, monthly comments, and monthly posts. These goals shall be filed along with the original request for usage of social networking sites.

- All sites shall be updated with new posts at least twice per month.
- All sites shall be monitored on a daily basis.

Sites not reaching their goals or minimum updates will be reviewed for potential removal.

2.3 ACCEPTABLE USE

All use of social networking sites by the city of Menasha shall be consistent with applicable state, federal, and local laws, regulations, and policies including all IT security policies, records retention policies, and open records laws.

Separate Personal and Professional Accounts:

Employees should be mindful of blurring their personal and professional lives when administering social media sites.

Personal Use:

Employees are allowed to have personal social networking sites which should be clearly separate from their professional duties with the city of Menasha. During work hours city staff should follow the IT use policy regarding use of city IT resources for personal use.

Professional Use:

Employees assigned to represent the city of Menasha shall establish a city social networking identity. All city related communication through social media outlets should remain professional in nature. Employees shall not use their professional social network identity for political purposes, to conduct private commercial transactions, or to engage in private business activities. Employees should be mindful that inappropriate usage of social media can be grounds for disciplinary action.

Be Clear As To Identity:

When posting or creating social media accounts that require individual identification, employees should use their actual name.

Terms of Service:

Employees assigned to represent the city of Menasha 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 regulate how users interact using that particular form of media. Any employee using a form of social media on behalf of the city of Menasha should consult the most current TOS in order to avoid violations. If the TOS contradict city policy then the city attorney should be made aware and a decision should be made about whether use of such media is appropriate.

Content of Posts and Comments:

Employees using social media to communicate on behalf of the city of Menasha should be mindful that any statements made are on behalf of city government; therefore, employees should use discretion before posting or commenting; communications should include no form of profanity, obscenity, or copyright violations. Likewise, confidential or non-public information should not be shared.

The City reserves the right to delete submissions by the public that contain vulgar language, personal attacks of any kind, or offensive comments that target or disparage any ethnic, racial, or religious group. Further, the City also reserves the right to delete the following

comments:

- Contain spam, advertising or include links to other sites
- Clearly off topic, and/or disruptive
- Advocate illegal activity
- Promote particular services, products, or political organizations
- Infringe on copyrights or trademarks

Posts and Comments Are Public Records:

Like e-mail, city communication via social networking Web sites is a public record. This means that both the posts of the employee administrator and any feedback by other employees or non-employees, including citizens, will become part of the public record. Because others might not be aware of the public records law, agencies should include the following statement (or some version of it) somewhere on the social networking site:

As a local governmental entity, the City of Menasha is subject to Wisconsin statutes relating to open records. Consequently any communication via this site (whether by a city staff or the general public) may be subject to monitoring and disclosure to third parties upon request.

2.4 SECURITY

From a security standpoint, agencies should be mindful of how to best prevent fraud or unauthorized access to either the social media site or the city's IT infrastructure. Employees should be educated about specific social media threats before they are assigned to represent the city of Menasha on social media sites

- Individual user IDs and passwords should not be duplicated across multiple sites. In this way, if one site is compromised, the attacker cannot also gain access to other sites for which the user is authorized.
- Privacy controls shall be set to defined levels to effectively protect against inadvertent disclosure of information and infection of city IT resources by unauthorized programs.

2.5 RECORDS MANAGEMENT AND PRESERVATION

Communication through agency-related social media is considered a public record and will be managed as such.

- All comments or posts made to state agency account walls or pages are public, not private.
- Private messages received by account administrators should be treated as constituent e-mails and therefore, as public records.

3. CONCLUSION

Social media is an effective and efficient way for agencies to communicate with and participate in the larger community. It will continue to shape and support the way the city of Menasha communicates and collaborates with constituents. Each department using social networking sites as part of their communications strategy should adopt these tools and provide their employees support and guidance to use them productively and intelligently.