



Administrative Policies and Procedures Manual

DATE
9/20/2010

NO. 408

TITLE

SOCIAL MEDIA AND COLLABORATION POLICY

ORG. AGENCY
Department of
Communications

Approved
AFT

408.01	<p>As more and more citizens in our community make the shift towards, or include the use of, social technologies to receive and share information and communicate their opinions, it is imperative that the City includes these technologies as part of its efforts to enhance customer service and outreach and increase citizen involvement.</p> <p>It is the policy of the City that a standard for interaction with Social Media tools and their associated technology is hereby established.</p>
408.02	<p>AUTHORITY City Manager Standards</p>
408.03	<p>SCOPE AND APPLICATION This policy, and its provisions, apply to and serve as a guide to all City employees, departments and contracted entities that distribute information to the City while engaging in any Social Media activities implied or directed.</p>
408.04	<p>MANAGEMENT POLICY STATEMENT It is the policy of the City Manager to have adopted a methodology or discipline to guide all interaction with Social Media technology and its accompanying disciplines that provides a standard approach to the collaboration and sharing of information on and in various public domains to provide consistent communication across all media.</p>
408.05	<p>DEFINITIONS</p> <ul style="list-style-type: none"> • Social Media are various forms of user-created content tools such as social networks, blogs, video sharing, pod casts, wikis, message boards and online forums. Technologies include, but are not limited to: picture and video sharing, wall postings, e-mail, instant messaging, and music sharing. Examples of social media applications include, but are not limited to: Google and Yahoo Groups (reference, social networking); Wikipedia (reference); Facebook and MySpace (social networking); YouTube (social networking and video sharing); Flickr (photo sharing); Twitter (social networking and microblogging); Skype (instant messaging and webcam chat); LinkedIn (business networking); and news media comment sharing/blogging. This policy covers all Social Media tools, both current and future. • Social Networking is the practice of expanding one’s business and/or social contacts by making connections using a range of Social Media tools including blogs, video, images, tagging, lists of friends, forums and messaging that use the Internet to promote such connections through Web-based groups established for that purpose. • Social Media Account shall mean any registration, login credential, tool, forum, website or network that is created or maintained by a Department for the purpose of establishing or perpetuating a Social Media presence.

408.06

- **Authorized User** shall mean any employee, or any person acting on their behalf, who has been authorized by their Department Director and registered with and approved by the Department of Communications and Information Systems Services to establish, create, edit, or maintain any Social Media Account, and the posts it may contain, in the transaction of official business of the City of Tallahassee.
- **Post** shall mean any e-mail, message, picture, graphic, image, advertisement, notification, feed, stream, transmission, broadcast, podcast, video, instant message, text message, blog, microblog, status update, wall post, comment, and any and all other forms, means or attempts at collaboration or communication that is uploaded, posted to, or otherwise displayed on or transmitted by, any Social Media Account or Network.
- **External Entity** shall mean any person or party not employed by, or an authorized representative of, the City of Tallahassee.
- **External Information** shall mean any Social Media Post by any External Entity, and the information or substance it contains.
- **EDMS** shall mean the City’s Electronic Document Management System.

RESPONSIBILITIES

Responsibility is equally shared by the participating departments that actively engage in Social Media. Management and specified Authorized Users will also be held accountable for all collaboration in the public domain.

Department

Before Establishing a Social Media Account

- Contact the Department of Communications to discuss objectives and desired outcomes for utilizing Social Media and to help determine its effectiveness in reaching the communication objectives.
- Obtain formal approval, which shall specify all Authorized Users for the project, from the applicable Department Director prior to establishing any Social Media Account.
- Obtain formal approval from the Department of Communications to proceed with any proposed Social Media project.
- Obtain a completed [User Agreement Form](#) for each Authorized User and store that agreement in the employee’s personnel file in the EDMS.
- Establish the Social Media Account using a Talgov.com e-mail address created by ISS specifically for the account and provide all access credentials to both ISS and the Department of Communications, including all subsequent modifications to credentials.

When Establishing the Social Media Account and during Maintenance of the Social Media Account

- Include an introductory statement that clearly specifies the purpose and topical scope of the Social Media presence. Where possible, Department Social Media Accounts should link back to Talgov.com for the purpose of downloading any forms, documents and other information.
- Conspicuously post a Terms of Use Agreement approved by the Department of Communications and the City Attorney’s Office. The Agreement, in addition to its other language, shall clearly indicate that any Post is subject to public records disclosure.

- Enable features for public comments, if such capability exists, and comply with and enforce the posted Terms of Use Agreement.
- Make available, to the Department of Communications, all content such as text, images, and video placed on Social Media Accounts for possible placement on Talgov.com
- Maintain compliance with all applicable Federal, State and City requirements, policies and procedures relating to records retention and public records requests.

ISS

- Provide Authorized Users information about their ability to access and utilize the Social Media tools authorized by their Department Director and the Department of Communications.
- Create a Talgov.com email address to serve as the official e-mail account for all approved Social Media Accounts.
- Review all login credentials to Social Media Accounts to ensure compliance with password strength requirements and compliance with established ISS Security Policy (Administrative Policy 809) and industry best practices relating to information systems security.
- Respond to any requests for guidance or opinion regarding technology or information systems security.

Communications

- Review proposals for new Social Media projects and provide formal approval or denial.
- Provide counsel to the Department as to the appropriate use of the Social Media tool and guidance as to the types of information that should be released.
- Monitor content on each Department Social Media Account to ensure adherence to the guidelines in this policy. Inappropriate use may result in the removal of the department page or account from these Social Media sites.

City Attorney’s Office (Legal)

- Review and approve any departmental changes or additions to the Terms of Use Agreement, or the general disclaimer, as requested.
- Render opinions on matters regarding disclaimers, terms of use, and privacy concerns as they arise.
- Provide opinions on matters of public records, in accordance with City Administrative Policy 206.

GENERAL PROCEDURES

- Each City Social Media Account must include an introductory statement that clearly specifies its purpose and topical scope. Where possible, Department social networking sites should link back to Talgov.com for forms, documents and other information.
- All Social Media sites must clearly indicate that all Posts are subject to public records laws.

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GENERAL GUIDELINES

1. Review and understand the Ethical Code of Conduct and prohibited activities enforced by City of Tallahassee policy. Acknowledge that violations of these policies may result in disciplinary actions by completing a User Agreement Form.
2. Do not edit posts. Any post that violates the Terms of Use Agreement or disclaimer should be documented for records retention and then deleted from public view. The comment maker should then be notified that he or she has violated the Terms of Agreement, specifying any and all Terms of Use that were violated.
3. Any published content is persistent in the public domain. The City of Tallahassee is responsible for all content published by Authorized Users. When speaking on behalf of the City, it should be assumed that all communications are in the public domain and available for publishing and discussion in all forms of media.
4. Consult the Department of Communications before discussing City of Tallahassee related matters on Social Media Accounts or in the public domain.

All employees should understand the perception of your City of Tallahassee association in online social networks. If you identify yourself as a City of Tallahassee employee or have a public facing position for which your City of Tallahassee association is known to the general public, ensure your profile and related content (even if it is personal and not an official nature) is consistent with how you wish to present yourself as a City of Tallahassee professional, appropriate with the public trust associated with your position, and conforming to existing standards that already exist in City of Tallahassee policies.

Have no expectation of privacy once you have introduced yourself publicly.

5. Ensure all content posted by Authorized Users to City social networking accounts represents the City’s point of view and not those of individual employees. If you are in doubt, please refer to the Department of Communications or the City Attorney’s Office.
6. Exercise caution while interacting with any External Entity, both known and unknown to the user, and the information that the Entity may provide or post. External Information shall not be utilized, commented on, or re-posted, unless the information has been verified or corroborated as true and accurate by independent and/or reputable resources.
7. Remain focused on customer service, the City of Tallahassee’s mission and existing City of Tallahassee commitments. Do not allow Social Media use to interfere with primary job duties, unless such use is a primary duty or an essential job function. Please refer to the Electronic Resources and Information Systems Policy Acknowledgement.

- 8. Respect copyright, fair use and financial disclosure laws. Always protect sensitive information and personally identifiable information. Do not publish or report on conversations that are meant to be pre-decisional or internal to the City of Tallahassee unless leadership or management has authorized the release of such information.
- 9. Ensure Social Media Account implementation and use complies with applicable mandates, including, but not limited to: Section 508 of the Rehabilitation Act of 1973, ISS Security Policy (Administrative Policy 809), Chapter 119 Florida Statutes, City Policies 140 and 146 (Records Retention and Public Records - Administrative Policy 206), and any other applicable Federal, State or City policy.

408.09

SECURITY GUIDELINES

In general, approved users should show caution when interacting with external entities, those both known and unknown to the user. If at all in doubt of the legitimacy of any information sent to you, please avoid said information.

The following guidelines should be adhered to:

- Employ strong passwords, as defined in ISS Security Policy (Administrative Policy 809), which cannot be easily compromised by brute force attacks.
- Periodically change passwords to Social Media accounts, and immediately communicate any changes to both the Department of Communications and ISS.
- Refrain from adding, installing, attaching or linking to any additional external services or applications that may potentially grant or enable access to the content, information or posts within the Social Media account.
- Use caution when accessing links received from External Entities.
- Exercise caution when utilizing shortened links (links that have been shortened for ease of relaying the original link), as these may lead to a malicious site. Avoid clicking on shortened links. Consider requesting the link be re-sent in another form.
- Be watchful for spoofed emails and/or website (seemingly official-looking communications that lead the user to a malicious website or attempt to solicit the user's personal or financial information). Consult ISS regarding any security related matter.

408.10

TERMS OF USE

It shall be the policy of the City of Tallahassee that the following agreement must be continuously and conspicuously posted on each Social Media Account established and maintained by the City of Tallahassee, if such capability exists. The agreement shall also be posted on Talgov.com for easy access:

While this is an open forum, please keep your comments clean and appropriate. Inappropriate comments are subject to deletion by the administrator of this account. If you don't comply with the posting guidelines, an administrator will contact you and your message will be removed. If you post inappropriate content a second time, an administrator will contact you and you will be blocked from posting any more information to the site.

This forum is not monitored at all times. Do NOT use this forum to report emergency situations or time-sensitive issues.

Please keep the following guidelines in mind when posting:

- We do not allow graphic, obscene or explicit comments or submissions nor do we allow comments that are abusive, threatening, hateful or intended to defame anyone or any organization or comments that suggest or encourage illegal activity.
- 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, gender identity or sexual orientation will not be tolerated.
- Content posted by persons whose profile picture or avatar, username or e-mail address contains any of the aforementioned prohibited conduct will not be tolerated.
- Content should be related to the subject matter of the social media site where it is posted.
- We do not allow solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any person or financial, commercial or governmental agency.
- We do not allow information intended to compromise the safety or security of the public or public systems.
- You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.
- All comments are subject to public records law.
- The appearance of external links on this site does not constitute official endorsement on behalf of the City of Tallahassee.

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EFFECTIVE DATE

This policy is effective as of September 20, 2010.