

**CITY OF GUSTAVUS, ALASKA  
RESOLUTION CY19-13**

**A RESOLUTION BY THE CITY OF GUSTAVUS ADOPTING A CITY SOCIAL MEDIA USE  
POLICY AND PROCEDURE**

**WHEREAS**, the City of Gustavus has a responsibility to inform the public of city business and to facilitate public engagement on city matters; and,

**WHEREAS**, many Gustavus residents, as well as the seasonal Gustavus community, regularly obtain information online through social media; and,

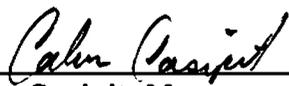
**WHEREAS**, the City of Gustavus has an opportunity to reach a broader audience and to further the goals of the City and the missions of its departments through social media use; and,

**WHEREAS**, the Gustavus Public Library and the Gustavus Volunteer Fire Department have been successfully using social media for years; and,

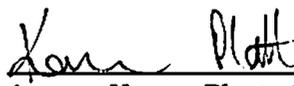
**WHEREAS**, city participation in social media requires a high level of ethical conduct and professional decorum.

**NOW, THEREFORE, BE IT RESOLVED**, that the Gustavus City Council adopts the Social Media Use Policy and Procedures as attached.

**PASSED** and **APPROVED** by the Gustavus City Council this 10<sup>th</sup> day of June, 2019, and effective upon adoption.



\_\_\_\_\_  
Calvin Casipit, Mayor



\_\_\_\_\_  
Attest: Karen Platt, City Clerk

## CITY OF GUSTAVUS

### POLICIES AND PROCEDURES

#### Title: Policy on Social Media Use

#### **Purpose**

This document defines the social networking and social media policy for the City of Gustavus, the "City". To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, City departments may consider using social media tools to reach a broader audience. The City encourages the use of social media to further the goals of the City and the missions of its departments, where appropriate.

The City has an overriding interest and expectation in deciding what is "spoken" on its behalf on social media sites. This policy establishes guidelines for the use of social media.

#### **Definitions**

"Social Media" means the collection of web tools that facilitate collaboration and data sharing. Web based communities and hosted services include social-networking sites (e.g., Facebook, Twitter, LinkedIn etc.), video and photo sharing sites (i.e. Instagram), wikis, blogs, virtual worlds, and all other emerging technologies that are used to communicate or share information with others electronically.

"Limited Public Forum" is a subcategory of the public forum created by a government for expressive activity that may be restricted as to subject matter without violating the first amendment right to free speech.

#### **Acceptable Use**

##### **Personal Use**

All City employees may have personal social networking, Web 2.0 and social media sites. These sites should remain personal in nature and be used to share personal opinions or nonwork related information. Following this principle helps ensure a distinction between sharing personal and City views.

City employees must never use their City e-mail account or password in conjunction with a personal social networking, Web 2.0 or social media site.

The following guidance is for City employees who decide to have a personal social media, Web 2.0 or social networking site or who decide to comment on posts about official City business:

- Use a disclaimer such as: "The postings on this site are my own and don't reflect or represent the positions of the City or the City Council for which I work."

##### **Professional Use**

All official City-Department communication through social media, Web 2.0 and social networking outlets should remain professional in nature and should always be conducted in accordance with the City's communications policy, practices and expectations. Employees must not use official City social media, Web 2.0 or social networking sites for political purposes, to conduct private commercial transactions, or to engage in private business activities, or for personal communications.

Inappropriate or improper usage of official City social media, Web 2.0 and social networking sites can be grounds for disciplinary action, including termination. If social media, Web 2.0 and social networking sites are used for official City business, the entire City site, regardless of any personal views, is subject to best practices guidelines and standards. Only public information, that could not be withheld in response to a public records request, may be shared to any City social media site.

Individuals may publish non-politically oriented content (such as news and events) on City department social media sites that focus on extending citizen engagement IF they have been given written authorization to do so through the City of Gustavus Authorized Social Media Form found in the City of Gustavus Social Media Guide. If public comment is allowed, it will be moderated.

Politically oriented content, such as budget, processes, meeting minutes, business, and political actions of the City, should be published to the "official" City of Gustavus government social media site, which seeks to increase citizen information and participation in City governance. More socially oriented City sites may link to this government information (such as content in the City's Municode web site, for instance), as opposed to duplication in their own sites and thus help to preserve the accuracy and integrity of government information. If public comment is allowed, it will be moderated. It will also be made clear to the respondents that comments will be routed to the City Clerk to be reviewed for publication approval and then directed to the City Council. This will insure that posted citizen concerns will reach the attention of Council members for due (and timely) consideration.

### **Approval and Registration**

All City social media sites shall be

- (1) approved by the City Administrator;
- (2) published using approved social networking platform and tools; and
- (3) administered only by those to whom the City Administrator has granted permission.

### **Oversight and Enforcement**

Employees representing the City through social media outlets or participating in social media features on City websites must maintain a high level of ethical conduct and professional decorum. Failure to do so is grounds for revoking the privilege to participate in City social media sites, blogs, or other social media features and possible disciplinary action, including termination.

Information must be presented following professional standards for good grammar, spelling, brevity, clarity and accuracy, and should avoid jargon, obscure terminology, or acronyms.

City employees recognize that the content and messages they post on social media websites are public and may be cited as official City statements. Social media should not be used to circumvent other City communication policies.

City employees shall not publish information on City social media sites that includes:

- Confidential information (this includes people's names, addresses, or other identifying information about people unless that person gives permission to do so.)
- Copyright violations
- Profanity, racist, sexist, insensitive or derogatory content or comments
- Partisan political views
- Commercial endorsements or SPAM
  - Internal city or department communications that do not represent policy or position statements of the City

### **Records Retention**

Social media sites contain communications sent to or received by the City and its employees, and such communications are therefore public records subject to AS 40.25 Public Record Disclosures and CoG Title 2 Chapter 2.70 – Documents and Records. These retention requirements apply regardless of the form of the record (for example, digital text, photos, audio, and video). The Department maintaining a site shall preserve records pursuant to a relevant records retention schedule for the required retention period in a format that preserves the integrity of the original record and is easily accessible. Furthermore, retention of social media records shall fulfill the following requirements:

- Social media records are captured in a continuous, automated fashion throughout the day to minimize a potential loss of data due to deletion and/or changes on the social networking site.
- Social media records are maintained in an authentic format (i.e. ideally the native technical format provided by the social network, such as XML or JSON) along with complete metadata.
- Social media records are archived in a system that preserves the context of communications, including conversation threads and rich media, to ensure completeness and availability of relevant information when records are accessed.
- Social media records are indexed based on specific criteria such as date, content type, and keywords to ensure that records can be quickly located and produced in an appropriate format for distribution (e.g. PDF).

City utilizes an automated archiving solution provided by a professional archiving contractor to comply with applicable public records law and fulfill the above record retention requirements. Contact the City Administrator or the City Clerk to access the City social media archive site.

### **Internal Disciplinary Procedures**

City employees who do not follow this policy may lose social media privileges and are subject to City of Gustavus Code Section 3.08.090 Progressive Discipline, including termination.

### **EXTERNAL POLICY**

The following guidelines must be displayed to users on all social media sites or made available by hyperlink.

#### **Moderation of Third-Party Content**

This City social media site serves as a limited public forum and all content published is subject to monitoring. User-generated posts will be rejected or removed (if possible) when the content:

- is off-subject or out of context
- contains obscenity or material that appeals to the prurient interest
- contains personal identifying information or sensitive personal information
- contains offensive terms that target protected classes
- is threatening, harassing or discriminatory
- incites or promotes violence or illegal activities
- contains information that reasonably could compromise individual or public safety
- advertises or promotes a commercial product or service, or any entity or individual. This does not include mentioning or thanking individuals and/ or entities in regards to when they partner and/or sponsor a particular city program.
- involves or relates to political campaigns or candidates

#### **Public Records Law**

City social media sites are subject to applicable public records laws. Any content maintained in a social media format related to City business, including communication posted by the City and communication received from citizens, is a public record.