

**CITY OF MURFREESBORO
EMPLOYEE HANDBOOK**

Section No: 6013

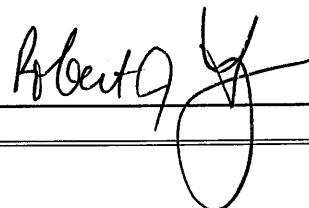
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Subject: Social Media Guidelines

Approved: Robert J. Lyons, City Manager



(a) PURPOSE

The Murfreesboro City Council has acknowledged that social media, when used properly, is a valuable means of facilitating the flow of information to and civic engagement with City residents and businesses. To ensure the appropriate use of social media by the City and its officials and employees, City Council adopted Resolution 11-R-04 ("Social Media Use and Internet Posting Policy") as the City's official policy regarding the use of social media. The following Social Media Guidelines ("Guidelines") establish, as required by Section 2.9 of the Social Media Use and Internet Posting Policy, rules to guide City officials and employees using social media in performing authorized work for the City. These Guidelines do not apply to an employee's personal use of social media. Personal use of the City's information technology resources and the use of non-City social media sites by City officials and employees are governed by Employee Handbook Section 6012 and the City's Social Media Use and Internet Posting Policy, respectively.

(b) DEFINITIONS

For the purposes of this policy, the following definitions shall apply:

(1) "Advertising" is any announcement that endorses or sponsors a product, service, viewpoint or content.

(2) "Authorized User" is a City official or employee who has been given written permission by the City Manager or a Department Head to establish, monitor and update a City or departmental social media site.

(3) "Confidential Information" includes, but is not limited to anything that is exempted or prohibited from public disclosure under any applicable Tennessee or federal law, including without limitation: T.C.A. § 10-7-504 (Tennessee Public Records Act); T.C.A. §§ 37-1-153, 37-1-154, 37-1-155, 37-1-409, 37-1-612, 37-1-615 & 37-2-408 (juvenile records); T.C.A. § 49-50-1408 (Tennessee Education Trust Reporting Act); T.C.A. § 50-9-109 (records of employer's drug testing program); T.C.A. § 67-1-1702 (tax returns, audits, letter rulings and other taxpayer identifying information); T.C.A. § 67-4-722 (business tax statements, reports, audits and returns); Rule 16 of the Tennessee Rules of

Criminal Procedure; Rule 26 of the Tennessee Rules of Civil Procedure (work product prepared in anticipation of or for trial); 20 U.S.C. §§ 1232 et seq. (Family Educational Rights and Privacy Act); 45 CFR §§ 160 & 164 (Health Insurance Portability and Accountability Act Privacy Rule); and Tennessee's common law attorney-client privilege doctrine.

(4) "Inappropriate Content," whether in the form of text, image, audio, or video and regardless of whether the content appears as an original post, comment, or link to content on another Internet or social media site, includes:

(A) Content in support of, or in opposition to, any political candidate, campaign or ballot measure;

(B) Profane, obscene, violent, or pornographic content;

(C) Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, marital status, receipt of public assistance, national origin, physical or mental disability, or any other legally protected classification or category;

(D) Content that violates the terms of use and rules established by a social media provider (e.g., Facebook prohibits attacks based on a person's "race, ethnicity, national origin, religion, sex, gender, sexual orientation, disability or medical condition");

(E) Content that may tend to compromise the safety or security of public systems and structures, any individual or the public in general;

(F) Content that violates a legal ownership (e.g., copyright, patent, trademark) of any other individual or entity;

(G) Sexual content;

(H) Content that attacks, insults or otherwise threatens any person or organization;

(I) Content that violates any federal, state or local law or encourages any illegal activity; and

(J) Content soliciting commerce by a non-City entity, including but not limited to the advertising of any business or product for sale.

(5) "Social Media" means an interactive tool that allows the integration of scalable technology, content sharing and social interaction through the Internet. Social media includes, without limitation, social networking sites and services such as Facebook, MySpace, Twitter and LinkedIn, RSS (Rich Site Summary/Really Simple Syndication)

feeds, blogs, electronic forums (e.g., chatrooms), wikis and media-sharing tools such as YouTube.

(c) GENERAL POLICIES

(1) Administration of the City's Social Media Sites and Internet Presence

(A) The City's official website (www.murfreesborotn.gov) is and shall remain the City's primary and predominant Internet presence.

(B) The City Manager is responsible for assuring that the City's official Internet presence via the City's website(s) and various Social Media comply with the City's Social Media Use and Internet Posting Policy and these Guidelines. Any website and social media site/page representing that it is an official site or communication of the City must be created pursuant to the City's Social Media Use and Internet Posting Policy, comply with these Guidelines and be approved either by the City Manager or the City Manager's duly appointed designee.

(C) The Information Technology Director is responsible for implementing and administering appropriate security and monitoring measures in furtherance of the City's Social Media Use and Internet Posting Policy and these Guidelines.

(D) The Legal Department shall be responsible for developing and reviewing all necessary and appropriate terms of use and disclaimers relating to the use of any social media tool or website. The Standard Terms of Use Template set forth in section (d) of these Guidelines shall serve as a model for all such terms of use and disclaimers. No new social media tool or website shall be created or installed unless the Legal Department has approved the terms of use and disclaimers relating to the social media tool or website.

(E) The Information Technology Department shall be responsible for creating or otherwise establishing all social media sites and websites that have been approved in accordance with (c)(1)(A) of these Guidelines. The Information Technology Department shall have administrative privileges with respect to all City and department-specific social media tools and websites, and shall maintain a record of all such approved sites and social media tools. **NO DEPARTMENT MAY UTILIZE A SOCIAL MEDIA SITE OR MAINTAIN A DEPARTMENT-SPECIFIC WEBSITE UNLESS THE INFORMATION TECHNOLOGY DEPARTMENT HAS ADMINISTRATIVE PRIVILEGES WITH RESPECT TO THE SITE.** The Information Technology Department shall have the authority to edit or remove content from any social media site or website as directed by the City Manager, a Department Head or their respective designees to the fullest extent feasible on any given social media tool or website.

(F) The Communications Department, in cooperation with the Information Technology Department, shall be responsible for training City employees on the appropriate use of social media tools and websites.

(G) A Department Head whose department maintains an authorized social media site or other Internet presence is responsible for assuring that any such presence complies with the City's Social Media Use and Internet Posting Policy and these Guidelines. Departments shall also develop protocols for the review and approval of content prior to its posting on the City's official website or a department specific website or social media site. Such protocols should be appropriate to the department's structure and needs. City departments should seek guidance with respect to the use and maintenance of any such site from the City's Information Technology and Communication departments. Questions and concerns regarding compliance with the City's Social Media Use and Internet Posting Policy and these Guidelines should be directed to the City Legal Department.

(H) All City officials and employees are responsible for ensuring that their online activities comply with the City's Social Media Use and Internet Posting Policy, these Guidelines, and any other applicable federal, state and City law, ordinance, regulation and policy.

(I) A department-specific website is a website with a top-level domain name other than murfreesborotn.com that hosts content related to a specific City department's functions and activities. A department-specific website is distinct from the department's Internet presence on the City's official website (www.murfreesborotn.gov).

(J) Before any department-specific website is created, the Department Head must submit a written request to the City Manager for review and approval. If the request is approved, the City Manager must file both the request and approval with the City Recorder. The request shall specify the reasons for the request and describe the type of information to be provided and the persons within the department who will be responsible for the content and the upkeep of the website created or maintained pursuant to the request. A copy of the request shall also be sent to the Information Technology Director.

(K) A Department Head must submit any changes to the type of information to be provided on a department-specific website or the person(s) within the department who are responsible for the content and upkeep of the website for approval by the City Manager in accordance with the preceding subsection (C).

(L) The domain name of a department-specific website must be registered in the name of the City.

(M) No department-specific website shall incorporate public discussion boards or otherwise permit members of the public to post content on the website.

(N) All department-specific websites must link to the City of Murfreesboro disclaimer/privacy statement on the City's official website.

(O) All City and department-specific websites must include the following statement: "Copyright © [insert year website launched] City of Murfreesboro. All rights reserved."

(2) Social Media Sites

(A) Before any City or department-specific social media site is created, the Department Head must submit a written request to the City Manager for review and approval. If the request is approved, the City Manager shall file the request and approval with the City Recorder. The request shall specify the reasons for the request and describe the type of information to be communicated and the persons within the department who will be responsible for the content and the upkeep of the social media site created or maintained pursuant to the request. A copy of the request and approval shall also be sent to the Information Technology Director.

(B) A Department Head must submit any changes to the type of information to be communicated via the social media site or the person(s) within the department who are responsible for the content and upkeep of the site for approval by the City Manager in accordance with the preceding subsection (A).

(C) No social media site or other Internet presence shall be approved that does not allow the Information Technology Department to edit or remove content immediately from the site.

(D) Social media tools are to be used as ancillary means of communicating information via the Internet in conjunction with the City's official website. Accordingly, social media tools should be used primarily for:

- (i) Disseminating time-sensitive information as quickly as possible (e.g., emergency notifications); and
- (ii) Broadcasting City-related marketing and promotional information to the widest possible audience.

(E) Emergency notifications and other time-sensitive notifications (such as event cancellations or time/location changes) shall be posted as soon as possible on all appropriate social media sites, the City's official website, CityTV and any relevant department-specific website. Other content posted to a City social media site shall contemporaneously be posted on the City's official website, whenever such additional posting is technically feasible and warranted under the circumstances.

(F) Wherever possible and appropriate, content posted to a City or departmental social media site should contain links directing users to the City's official

website for in-depth information, forms, documents or online services necessary to conduct business with the City.

(G) Except as authorized by the City Manager or the City Manager's designee, the ability of the public to comment on content posted on a City or department-specific social media site, along with public discussion boards and real time chat features, shall be blocked or otherwise disabled.

(H) All City social media sites shall clearly state that they are maintained by the City of Murfreesboro and that they are governed by the City's Social Media Use and Internet Posting Policy and Social Media Guidelines.

(I) All social media sites shall clearly and conspicuously state that the purpose of the site is to facilitate communication between the City and the public and that all postings are subject to review and deletion by the City pursuant to the City's Social Media Use and Internet Posting Policy and as necessary to ensure compliance with any applicable law. In addition, all sites shall set forth or provide a hyperlink to the site's "Terms of Use." (See Standard Terms of Use Template in section (d) of these Guidelines.)

(J) Departments shall inform the Information Technology Department of any new social media sites or administrative changes to their social media sites.

(K) Department Heads (and in the case of the City Administration, the City Manager) shall identify those employees authorized to use social media on behalf of the department ("Authorized Users"), and shall ensure that each Authorized User is trained to use social media appropriately and effectively in order to achieve the department's goals. Only employees who are authorized and trained shall engage in social media activities on the City's and/or department's behalf. Departments shall submit to the City Manager and Information Technology Director a list of Authorized Users, including the User's username, for every social media site maintained by the department.

(L) Authorized Users may:

- (i) Maintain and update a City or department social media site;
- (ii) Post content to a social media site on behalf of the City or department;
- (iii) Monitor and review comments and content posted by the public on the City's or department's social media sites; and

- (iv) Remove content (including content posted by City officials and employees acting as members of the public) in accordance with section (c)(6)(C) of these Guidelines.

(3) Record Retention

(A) Content posted on City websites and social media sites may be subject to the provisions of Tennessee's Public Records Act, Tenn. Code Ann. §§ 10-7-501 et seq. Any content maintained in a social media format that is related to City business, including a list of subscribers and posted communications and comments, may constitute a public record.

(B) The department maintaining the site is responsible for responding completely and accurately to any public records request for public records on social media.

(C) To the extent legally required and technologically and economically feasible, content posted on behalf of the City or a department by an Authorized User, shall be maintained in an accessible format independent of the social media site so that it can be produced in response to a public records request. All City and departmental social media sites shall clearly indicate that any content posted or submitted for posting are subject to public disclosure.

(D) Tennessee state law and applicable City records retention schedules may apply to some or all social media formats and social media content. Unless otherwise addressed in a specific social media standards document, the department maintaining a site shall preserve records required to be maintained pursuant to a relevant records retention schedule for the required retention period on a City server in a format that preserves the integrity of the original record and is easily accessible. Appropriate retention formats for specific social media tools are detailed in the City's Facebook, Twitter and Video standards.

(4) Posting Policy

(A) All posted content must relate to City business, and specifically relate to the responsibilities of the official or employee making the post. When commenting on a post or responding to a question posted on a site, officials and employees shall begin the comment or response by stating their full name and office/job title.

(B) Officials and employees shall ensure that no posted content violates an individual's privacy rights or discloses information considered confidential under state or federal law. (See section (b)(3) of these Guidelines.) All content must comply with City policy governing external communications.

(C) Officials and employees shall not post any Inappropriate Content (as defined in section (b)(4) of these Guidelines) to any City or department-specific website or social media site. Notwithstanding these general prohibitions, officials and employees may post content that directly or indirectly endorses any person, product, service or organization not directly associated with the City, where such endorsement has been approved in writing by the City Manager.

(D) Officials and employees shall not post any content related to legal matters, litigation, or any parties with whom the City is or may reasonably be in litigation, unless authorized in writing by both the City Manager and the City Attorney.

(E) Officials and employees shall comply with all state, federal and international laws governing intellectual property and online activities.

(i) Officials and employees shall refrain from posting copyrighted and other material, including photos and content obtained from non-City Internet sites, unless the City, official or employee has the legal right to publish the material. Before posting any copyrighted material (e.g., text, photograph, music, video, graphics), officials and employees shall first confirm with the Legal Department whether or not the City has a preexisting license to publish the material. If the City is not licensed to publish the material, an official or employee shall not post the copyrighted material without first obtaining written permission to publish the material from the copyright holder or written confirmation that the material may be published without the payment of royalties.

(ii) Even when posting content that is in the public domain (i.e., material not protected by copyright or patent), officials and employees shall always include accurate attribution of the content's source in their post. ALL EMPLOYEES SHOULD BE ALERT TO THE FACT THAT CERTAIN INFORMATION AND OTHER CONTENT THAT IS FREELY AVAILABLE ON THE INTERNET DOES NOT MEAN THAT THE MATERIAL IS NOT PROTECTED BY COPYRIGHT OR PATENT.

(F) Posting of content in violation of the City's Social Media Use and Internet Posting Policy and these Guidelines may subject the individual posting the content to disciplinary action by the City as well as civil and/or criminal penalties under federal and/or state law.

(5) Policy Regarding Monitoring of Content and Comments

(A) The City reserves the right to restrict or remove any content that is posted on a City or department-specific website or social media site that is deemed in violation of the City's Social Media Use and Internet Posting Policy, these Guidelines or any applicable law.

(B) Comments constituting Inappropriate Content (as defined in section (b)(4) of these Guidelines) are prohibited and shall be immediately removed by any Authorized User for the site or the Information Technology Department in accordance with subsection (C) below.

(C) Any content—whether in the form of a comment or an original posting—that clearly violates any applicable law or the City's Social Media Use and Internet Posting Policy should be removed by an Authorized User or by the Information Technology Department as soon as such content is identified. If an Authorized User or the Information Technology Department has any doubt as to whether posted content violates an applicable law or the City's Social Media Use and Internet Posting Policy, the Authorized User shall consult with the Authorized User's Department Head or, if the User's Department Head is unavailable, the Authorized User's Assistant Department Head, and shall not remove the content in question unless such removal has been approved by the Department Head or Assistant Department Head. If a Department Head or Assistant Department Head has any doubt as to whether removal of the content would constitute illegal censorship in violation of the free speech rights of the person posting the content, a Department Head/Assistant Department Head shall not remove such content without first seeking guidance from the City's Legal Department.

(6) Video Posting Guidelines

(A) The Communications Department shall have exclusive authority to post video to the City's official website or to the City's YouTube channel (<http://www.youtube.com/cityofmurffreesboro>).

(B) All video content must be approved by a Department Head, Assistant Department Head or a department's Public Information Officer, if any, before it is posted to a departmental website or social media site.

(C) All video content posted to a City or departmental website or social media site must conform to the technical standards established by the City's Communications Director.

(D) Before posting video content, the Department Head must confirm that the City has secured the right to stream the video content either by certifying the video was produced by the department, or by securing written permission for the City to host and stream the video on City's websites.

(E) Video content from sources other than CityTV, the City of Murfreesboro, or a third-party pre-approved by both the Communications Department Director and the Information Technology Director may not be embedded on murfreesborotn.gov pages. Links to external videos are permitted.

(F) Retention of Video Posted on YouTube, Facebook or on a City or Departmental Website

- (i) All original video files must be preserved in accordance the City's retention policy.
- (ii) Any comments on video clips posted on YouTube must be retained. The YouTube account should be set up to send emails containing any comments posted to a video to the corresponding City email account for archiving.

(d) STANDARD TERMS OF USE TEMPLATE

(1) The terms of use for all for all City and department social media sites should be based on the following standard terms of use template:

This [*website, Facebook page/group, Twitter account*] is the official [*website, Facebook page, Twitter account*] of [*the City of Murfreesboro (www.murfreesborotn.gov , or the Murfreesboro (Department Name), a Department of the City of Murfreesboro, Tennessee (www.murfreesborotn.gov)*]. This site is intended to serve as a mechanism for communication between the public and the [*City/Department*] [*if appropriate, add list of approved topics; e.g., recreation*].

Comments posted to this site will be monitored. The City reserves the right to remove comments or postings that violate any applicable laws or the City of Murfreesboro's Social Media Use and Internet Posting Policy, a copy of which is available at [*insert hyperlink*]. All postings to this Facebook page are public records of the City of Murfreesboro and may be subject to disclosure under Tennessee's Public Records Act, Tenn. Code Ann. §§ 10-7-501 et seq.

Neither the City nor the [*Department*] endorse or sponsor any advertising posted by the Social Media host on the Department's site. The Social Media host is a private entity, and the privacy terms established by that entity apply to this site. The City does not guarantee the reliability or accuracy of any third-party link, and the City reserves the right to remove any link or conversation that is

prohibited by or inconsistent with the City's Social Media Use and Internet Posting Policy.

(2) Whenever possible the terms of use of shall appear on the site's information page (e.g., on Facebook, the account's "About" page). When it is not practicable or technically feasible to post the terms of use on the site itself, the site shall contain a link to the site's terms of use available on the City's official website.

[02-28-13]