

RESOLUTION 11-R-04 regarding the use of social media by the City and its employees, officials and citizens.

WHEREAS, the City of Murfreesboro has historically sought to provide information about its activities to citizens through print, television, and online media; and,

WHEREAS, the City has an interest in continuing and expanding its information flow to, and civic engagement with, citizens; and,

WHEREAS, the prevalence of online social media has made personal expression on public websites feasible; and

WHEREAS, the establishment of clear rules and guidelines should enable social media to be used by the City, its employees, its officials and its citizens in compliance with state and federal laws and rights.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MURFREESBORO, TENNESSEE, AS FOLLOWS:

SECTION 1. The City of Murfreesboro, Tennessee hereby adopts the following Social Media Use and Internet Posting Policy as its official policy.

SOCIAL MEDIA USE AND INTERNET POSTING POLICY

SECTION 1. APPLICABILITY

- 1.1. This policy applies to every employee, whether part-time or full-time, currently employed by the City in any capacity who posts any material whether written, audio, video or otherwise on any website, blog or any other medium accessible via the internet.
- 1.2. It also applies to every official, whether part time or full time, currently holding City office who posts any such material in their official capacity or in a manner that is reasonably deemed to be in their official capacity.
- 1.3. For purposes of this policy, "social media" is content created by individuals using accessible and scalable technologies through the internet. Examples of social media include but are not limited to: Facebook, blogs, MySpace, RSS, YouTube, Second Life, Twitter, LinkedIn and Google Wave.
- 1.4. This policy shall be applied only to the extent permitted by and in a manner consistent with the United States and Tennessee constitutions.

SECTION 2. CITY OWNED OR CREATED SOCIAL MEDIA

- 2.1. The City maintains an online presence. An employee or official may not characterize himself or herself as representing the City, directly or indirectly, in any online posting unless pursuant to the written policies of the City.
- 2.2. All City social media sites directly or indirectly representing that they are an official site or statement of the City must be created pursuant to this policy and be approved by the City Manager or a designee appointed in writing by the City Manager.

- 2.3. The City's primary and predominant internet presence shall remain www.murfreesborotn.gov and no other website, blog or social media site shall characterize itself as being the City's primary or home internet site.
- 2.4. Before any City social media site is created, the department head must submit a written request to the City Manager and the City Manager must approve that request and file it 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 social media site created or maintained pursuant to the request.
- 2.5. Whenever possible a social media site of the City shall link or otherwise refer visitors to the City's main website.
- 2.6. In addition to this policy, all City social media sites shall comply with all applicable City policies and state laws dealing with City publications.
- 2.7. A City social media site shall also contain a clear and conspicuous statement that the purpose of the site is to serve as a mechanism for communication between the City and its citizens and that all postings are subject to review and deletion by the City. The following content is not allowed and may be immediately removed:
 - 2.7.1. Comments not topically related to the particular social medium article being commented upon;
 - 2.7.2. Comments in support of or opposition to political campaigns or ballot measures;
 - 2.7.3. Profane language or content;
 - 2.7.4. 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 or other legally protected classification or category;
 - 2.7.5. Sexual content or links to sexual content;
 - 2.7.6. Solicitations of commerce;
 - 2.7.7. Conduct or encouragement of illegal activity;
 - 2.7.8. Information that may tend to compromise the safety or security of the public or public systems; or
 - 2.7.9. Content that violates a legal ownership interest of any other party.Posting of content prohibited under this policy may subject the poster to banishment from all City social media sites in addition to civil and/or criminal penalties under federal and/or state law.
- 2.8. The City will approach the use of social media tools, software, hardware and applications in a manner which is consistent citywide. All new tools, software, hardware and applications must be approved by City Manager or written designee.

- 2.9. For each social media tool or site approved for use by the City Manager in accordance with this policy, operational and use guidelines, design or “branding” standards, and processes for managing the account shall be developed and documented in writing. The City must be able to immediately edit or remove content from its social media sites.

SECTION 3. NON-CITY SOCIAL MEDIA SITES


- 3.1. An employee or official may not characterize himself or herself on a non-City social media site as representing the City, directly or indirectly, in any online posting unless pursuant to the written policies of the City and, if an employee, the direction of a supervisor.
- 3.2. When posting in a non-official capacity on a non-City site, an employee or official shall not unnecessarily identify themselves as an official or employee of the City. However, an employee or official does not violate this policy by stating the type of position held and the employer’s name as basic identifying information, e.g. opening a Facebook account. When the identity of an employee or official posting on a non-City social media site is apparent, the employee or official shall clearly state that he or she is posting in a private and/or unofficial capacity.
- 3.3. The use of a City email address, job title, uniform, official City name, seal, logo or letterhead shall be deemed an attempt to represent the City in an official capacity. Other communications leading an average viewer to conclude that a posting was made in an official capacity shall also be deemed an attempt to represent the City in an official capacity.
- 3.4. Department Heads may allow or disallow employee participation in non-City social media activities as part of their job duties in accordance with this policy and rules and guidelines developed hereunder.
- 3.5. Postings made in an official capacity shall be subject to the Tennessee Public Records Act, including any official postings on a non-City social media site.
- 3.6. An employee or official posting on a social media site shall take reasonable care not to disclose any confidential information in any posting. An employee or official posting on a social media site shall not disclose any non-public information (e.g. another employee’s personal identifying information).

SECTION 4. OPEN MEETINGS ACT

No official of the City shall use a City owned or created social media site or a non-City social media site to discuss or deliberate any matter with another City official when such communication is or could reasonably be deemed to be in violation of the Open Meetings Act, T.C.A. §8-44-101 et.seq., commonly known as “the Sunshine Law”.

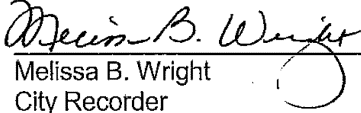
SECTION 2. This Resolution shall be effective immediately upon its passage and adoption, the public welfare and the welfare of the City requiring it.

Passed: April 7, 2011



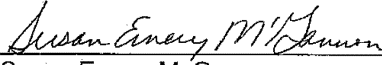
Tommy Bragg, Mayor

ATTEST:



Melissa B. Wright
City Recorder

APPROVED AS TO FORM:



Susan Emery McGannon
City Attorney