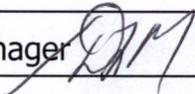




City of Dublin

**CITY OF DUBLIN
ADMINISTRATIVE ORDERS
OF THE CITY MANAGER**

ADMINISTRATIVE ORDER 1.27	
TO:	All City Employees
FROM:	Dana McDaniel, City Manager 
SUBJECT:	Social Media Policy
DATE:	August 24, 2015

I. PURPOSE

The purpose of this Administrative Order is to establish a policy for the approved use of social media for official City use and for individual employee use. This policy establishes and communicates reasonable standards designed to protect the City from unwarranted and unauthorized social media usage. This Policy will provide a structure in which social media can be most effectively used and prevent occurrences of abuse. Questions regarding this Administrative Order should be directed to the Division of Community Relations.

The City endorses the secure use of social media to enhance communication, collaboration, and information exchange; streamline processes; and foster productivity. However the information employees create or circulate should reflect the same standard of professionalism as used in other forms of communication.

II. APPLICABILITY

It is the responsibility of City staff to be aware of all aspects of this policy. Updates will be communicated through all of the normal City communication methods.

This Administrative Order shall be applicable to all City employees, (Full Time, Part Time, Temporary, Seasonal) as well as temporary employees provided by outside temporary employment agencies.

For the purposes of this Policy, "social media" is any content created by individuals and shared on the internet, including social networks, online forums, blogs and podcasts. Examples of social media sites include, but are not limited to, Facebook, Twitter, Instagram, LinkedIn, Flickr, Vimeo, YouTube, Tumblr, Pinterest, Google+ and Yelp. "Content" includes text, articles, pictures, videos, or any other form of communication posted.

Employees are hereby advised that failure to comply with this Administrative Order may result in disciplinary action, including suspension and/or dismissal.

Nothing in this Policy is intended to interfere with an employee's lawful rights.

III. POLICY

Social media serves as a vast source of information and has quickly evolved into a powerful communication tool used by millions of people around the world. For this reason it's in the City's best interest to utilize social media channels in disseminating information to the public regarding local government services, projects and events, as a supplement to traditional forms of public information including public meetings, newsletters, news releases, and websites. Social media offers members of the public yet another, more instant opportunity to engage in dialogue with the City.

Inappropriate use of social media, however, has the potential to adversely affect City objectives. This Policy outlines guidelines for both official City use and personal use of social media.

A. OFFICIAL CITY USE

The City utilizes social media channels for the dissemination of accurate information about services, projects, events, and other public information.

The following goals have been identified for use of official social media accounts:

- Be the public's trusted voice on issues pertaining to the City
- Educate the public about services and projects in the community
- Relay important safety messages and other urgent alerts as they occur
- Encourage citizen participation
- Monitor and respond to inquiries and comments in a timely manner
- Engage in conversations with members of the public to enhance their understanding of City information
- Share pertinent information released by partner agencies and organizations
- Enhance relationships with the news media

1. Responsibilities

The City's Division of Community Relations oversees all official social media accounts including Facebook, Twitter, Instagram, LinkedIn, Flickr, Vimeo and YouTube. The Division of Community Relations will have

administrator privileges for all official social media accounts and will maintain a secure database of usernames and passwords for all social media accounts.

The Division of Community Relations identifies and authorizes who within the City has the ability to publish content using official social media accounts. Only the Division of Community Relations can authorize and enter into a terms of service agreement for new social media channels for official use.

When employees wish to use social media to communicate messages in the name of the City or in a manner that could reasonably be attributed to the City, they shall start the process with their Community Relations Public Information Officer, who will help to determine whether and how social media fits into the City's overall approach to communications and marketing, and discuss appropriate messaging, timelines and individual responsibilities.

Employees are prohibited from purporting to speak on behalf of the City unless specifically authorized by the Division of Community Relations.

2. Moderation of Third Party Content

Official City social media accounts provide an environment for members of the public to discuss issues relevant to the community. The City endeavors to promote democratic and civil discourse and has the right to remove content submitted by users that falls in the following categories:

- Is libelous, profane, defamatory, disparaging, hateful, harassing, threatening, graphic or obscene
- Violates another's copyright or intellectual property
- Condone or promotes illegal activity
- Is fraudulent, deceptive, or misleading
- Contains spam or is intended to cause technical disruptions
- Is off topic
- Violates any local, state, federal, and/or international laws or regulations
- Promotes particular services, products, or political organizations

Content will be screen-captured and documented for public record prior to deletion.

The City does not endorse opinions submitted by users and is not responsible for the accuracy of the claims, information, advice, or comments posted by users.

3. Public Record

Social media content on official City accounts will be documented in accordance with the City's Public Record Policy, Administrative Order 1.18.

B. PERSONAL USE

City employees should understand that social media has inherent limitations because of its internet foundation. It is not possible to ensure privacy, and the potential exists for any given post to be spread. Similarly, it is not possible to authenticate sources, and misappropriation of identity occurs regularly, with reckless, malicious, or even criminal intent. Therefore, all information obtained from social media sources should be viewed skeptically. City employees should expect similar skepticism from the public, and, therefore, should use social media only as a supplemental method of information delivery. While this policy is not meant to infringe upon one's First Amendment rights, it is important to note that an employee enjoys no expectation of privacy to information posted into cyberspace even while off duty. Because of this, an employee needs to use "common-sense" when posting comments, photos, opinions, or any other information related to his or her employment.

The City does not seek to control the purely personal content posted by employees when that content is posted during non-working time, is posted using the staff member's own equipment, is unrelated to and does not identify the employee's position with the City, and is not otherwise disruptive to City objectives.

Employees should be aware that their expressed comments and/or opinions may be interpreted as the City's, and thus, discretion should be used when submitting content on official City social media accounts as well as on personal accounts as it relates to the City.

1. Guidelines

All City officials and employees using social media, whether on City, third party or personal sites, shall adhere to City ethical policies and appropriately maintain the levels of confidentiality with which they have been entrusted. They must respect copyright, medical and financial disclosure laws, and protect sensitive personal, security, or operational information from release. They must not use any personal account for discussion of confidential City business or information.

Employees are free to express themselves on social media sites to the degree that their speech does not adversely affect job performance, the

performance of fellow employees or otherwise adversely affect customers, suppliers, people who work on behalf of the City or the City's legitimate business interests. Employees should avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage employees or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or City policy. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may result in disciplinary action up to and including termination.

The City requests that if employees share official City messaging, that the full message, and hyperlink if applicable, is included.

Use of an employee's dublin.oh.us email address for creating personal accounts is prohibited. Employees are not authorized to speak or comment on behalf of the City using personal accounts and should indicate any opinions are their own.

Those with leadership responsibilities, by virtue of their positions, should consider whether personal thoughts they publish, even in clearly personal venues, may be misunderstood as expressing City positions.

Every employee is personally responsible for any content published online, no matter the social media platform. Employees who identify themselves as being associated with the City should take personal responsibility that their online profile or content is consistent with the standards of the City. When discussing matters related to one's job or the City, employees should identify themselves by using their name and their respective role with the City. Employees should make clear that they are speaking as individuals and not on behalf of the City.

Employees should not publish sensitive or confidential City-related information on their personal social media sites. Confidential information does not include information relating to the terms and conditions of employment. Employees are encouraged to remember that not every employee chooses to share personal information online and employees should consider the privacy interests of their co-workers.

Departments may adopt additional guidelines for social media use that set out additional restrictions beyond these standards, as needed.