
Social Media/Networking Sites Policy for City Sites

BACKGROUND

The City recognizes the benefit of using web-based social media and networking resources to provide information to residents and the wider community. In order to ensure that the users of the City's social media/networking sites have a clear understanding of the procedures to be followed, this policy has been established.

DEFINITION

Social media/networking sites means any on-line, internet platform that allows the both exchange of information and cross-communication between people. Current social media/networking platforms include Facebook, blogs, Twitter, LinkedIn, podcasts, YouTube and other video exchange sites, Flickr and other photo sharing sites, and Nixle. This policy is meant to include current social media/networking platforms and those created in the future.

ADMINISTRATIVE POLICY

City social media/networking sites shall not be used by the City or any City employee or representative to disclose sensitive and/or confidential information without prior written approval of the City Manager. City social media/networking sites shall not be used by any City employee or representative for private or personal use or for the purpose of expressing personal political views. Employees who use social media/networking sites for official City business are responsible for complying with applicable laws, regulations and policies as well as proper business etiquette. The City's social media/networking sites are considered a City asset and logins to these accounts must be securely administered in accordance with City security policies. The City reserves the right to shut down any City social media account due to violations of the City's policies.

Any department wishing to create a social media/networking site must submit a request to the City Manager. This will initiate a process to ensure that the City's array of sanctioned social media/networking sites policies are followed, and the City's communication strategy is maintained.

Facebook Page

The City Clerk and Court Clerk have administration privileges to the City Facebook page. The City Clerk is primarily responsible for maintaining the page, including monitoring the page for outside posts and comments; posting (distribution original information), commenting (responding to something already posted), updating, and removing information from the page; and managing record retention of the page per the City's records retention schedule.

Facebook Page Set-Up

The Info tab should include the following information:

- Address, Website, Office Hours, Parking Lot, Phone Number, and About
- The About section should read: "If you are looking for more information about the City of Cherry Hills Village, please visit www.cherryhillsvillage.com. To contact city staff or Council please call (303) 789-2541."

Posting and Commenting on Facebook

Posts should focus on significant City interest areas and be organized in a manner that avoids conflicting information across the City's various communication media.

Links to more information should be used to direct users back to the City's official website for more information, forms, documents or online services, when possible. Any comments by the City to a post should relate to the original post and provide either for clarification or a response to a comment from the public on that post.

Appropriate types of information for posts include:

- Notices and reminders of City meetings
- Notices and reminders of City services
- Notices and reminders of City events
- Notices of changes or updates to the official website such as the addition of agendas or new issues of the Village Crier
- Notices of Village Center closure due to holiday or weather
- Notices of position openings for city staff positions or Board & Commission positions
- Emergency notifications
- Other types of information at the discretion of the City Clerk and City Manager

Facebook Page Records Retention

Posts and comments made on the City Facebook page by the City or any other Facebook user are public records that shall be saved according to the City's Records Retention Schedule. Page prints of the Facebook Wall shall be saved to

the network drive by the City Clerk once per week at minimum, and retained for the required one year plus current retention period.

Facebook Wall Posts and Comments Policy for the Public

It is the City's policy that the City will not allow any posts on the Facebook page Wall by a user other than the City. However, the City does allow comments to a posted item pursuant to this policy. The purpose of the City's Facebook page is to present matters of public interest in the City of Cherry Hills Village. We welcome citizen comments and expect that any conversation will follow the general rules of respectful civil discourse.

The City posts information, moderates comments, and responds to comments generally during regular business hours on Monday through Friday. If a comment is made after business hours or during the weekend that requires a response by the City, the City will do so during the next regular business day.

The City of Cherry Hills Village does not discriminate against any views, but we reserve the right to delete submissions that fall outside our comment guidelines, including but not limited to the following:

- A. Comments not topically related to the particular content being commented upon;
- B. Profane language or content;
- C. Discourteous communications including personal attacks on an individual's character or appearance;
- D. 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, physical or mental disability, sexual identification or orientation, or national origin;
- E. Sexual content or links to sexual content;
- F. Solicitations of commerce;
- G. Conduct or encouragement of illegal activity;
- H. Information that may tend to compromise the safety or security of the public or public systems; or
- I. Content that violates a legal ownership interest of any other party

The above section of the Social Media policy will be posted on the City's Facebook page.

Twitter Account

The Police Technician and Police Sergeant will have administration privileges to the City Twitter account. The Police Technician is primarily responsible for maintaining the account, including posting, updating, and removing information from the account; and managing record retention of the account per the City's records retention schedule. The City Twitter account is primarily for Police Department information.

Posting on Twitter

Posts should focus on information from the Police Department and should be organized in a manner that avoids conflicting information across the City's various communication media. The posts will focus primarily on information that affects those living, visiting, or commuting through the City. Examples include water main breaks affecting traffic, special events in the City, and crime alerts.

Twitter Records Retention

Posts made on the City Twitter account by the City are public records that shall be saved according to the City's Records Retention Schedule. Page prints of the Twitter account shall be saved to the network drive by the Police Technician once per week at minimum, and retained for the required two year retention period.

Disclaimer

The following disclaimer should be added to any social media/networking site:

The City of Cherry Hills Village's use of external social media sites is provided as a public service. The City of Cherry Hills Village disclaims liability for ads, videos, promoted content, or comments accessible from any external web page. The responsibility for external content of comments rests with the organization or individuals providing them. Any inclusion of external content or comments on external social media sites does not imply endorsement by the City of Cherry Hills Village.