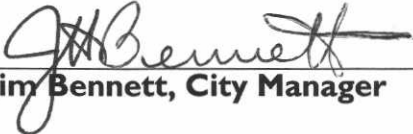


ADMINISTRATIVE POLICY: 2015 - 04
SUBJECT: Social Media Policy
DATE ISSUED: May 1, 2015
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APPROVED: 
Jim Bennett, City Manager

Distribution:
All City Employees
City Council

**City of Lewiston
Social Media Policy**

SECTION 1: PURPOSE

The City of Lewiston understands the way its employees and residents communicate and gather information online has changed and will continue to change. Therefore, the City endorses the secure use of social media to communicate, work together, and share information, as well to streamline processes and be more productive, all of which further the goals and objectives of the City. However, the City has an overriding interest and expectation in deciding what is "spoken" on its behalf on social media sites and pages. This policy provides guidelines for the use, management, administration and oversight of City-owned social media for official use and at-work personal use, and also includes a cautionary note about off-duty City employee use.

City departments may develop their own social media policies that are more specific to their particular goals and objectives. However, while a departmental policy may be more restrictive, as necessary, it may not be less restrictive and may not supersede this policy in any way.

SECTION 2: SCOPE

This policy applies to the City of Lewiston and its employees within all departments and divisions except police department employees when acting under the direction of the Chief of Police or designee.

SECTION 3: DEFINITIONS

Administrator: A City employee authorized to administrate a City-owned social media site, page, and/or account.

At-Work Use: Use of personal social media for personal business during normal work hours.

Blog: A self-published diary or commentary on a particular topic that may allow visitors to post responses, reactions, or comments. The term is short for “Web log.”

City: City of Lewiston, Idaho

City-Owned: Owned, created and/or maintained by the City or its designated employee.

Designee: An employee authorized by a department head or other supervisor to act or make decisions on their behalf.

Employee: A person legally occupying a position in the City service, including, but not limited to, regular full-time employees, introductory/probationary employees, part-time regular employees, and temporary employees, as defined by the City of Lewiston Personnel Policy.

IOS Devices: Devices operating on Intelligent Operating System such as Apple iPhone, iPad, and other Apple mobile devices.

Off-Duty: The time outside of normal work hours.

Official Use: Use of City-owned social media for City business that is authorized by the City or its representatives.

Official Website: www.cityoflewiston.org

Page: The specific portion of a social media website where content is displayed and managed by a person(s) with administrator rights.

Post: Content a person shares on a social media site or the act of publishing content on a site.

Profile: Information that a user provides about himself or herself on a social networking site.

Social Media: A category of internet-based resources that integrate user-generated content and user participation. This includes, but is not limited to, social networking sites, microblogging sites, photo- and videosharing sites, wikis, mashups, web logs or blogs, podcasts, review and opinion sites, and news sites.

Social Networks: Online platforms where users can create profiles, share information, and socialize with others using a range of technologies.

Speech: Expression or communication of thoughts or opinions in spoken words, in writing, by expressive conduct, symbolism, photographs, videotape, or related forms of communication.

Web 2.0: The second generation of the World Wide Web focused on shareable, user-generated content rather than static web pages. Some use this term interchangeably with social media.

Wiki: Web page(s) that can be edited collaboratively.

SECTION 4: ADMINISTRATIVE REQUIREMENTS

All City-owned social media sites or pages must:

- Be approved by the City Manager, and
- Be administered by a department head or designee.

In all cases, Information Services must be provided with a list of employees who are authorized to administrate City-owned social media accounts along with all related passwords.

SECTION 5: SITE REQUIREMENTS

All City-owned social media sites or pages, where possible, must contain:

- A link to the City's official website.
- Identification of the department head or designee administering the site or page along with department contact information prominently displayed.
- A statement indicating that the opinions expressed by visitors do not reflect the opinions of the City or department.
- A statement indicating that posted comments will be monitored and that the City reserves the right to remove speech containing obscene or sexually explicit language, images, or acts and statements or other forms of speech that ridicule, malign, disparage, or otherwise express bias against any race, religion, or other protected class of people.
- A statement indicating that any content posted or submitted for posting is subject to public disclosure through public records and discovery requests.
- A statement indicating that all City-owned social media accounts and their content is the property of the City.

SECTION 6: ADMINISTRATOR REQUIREMENTS

All employees representing the City or department via City-owned social media outlets or posting on City-owned social media sites or pages must:

- Identify themselves as an employee of the City and department, where possible.
- Conduct themselves at all times as representatives of the City and adhere to all City standards of conduct as described in the City of Lewiston Personnel Policy, Section 1302.
- Observe generally accepted customs and proper decency.
- Weigh the value versus the risk of allowing comments on social media sites and pages.
- Understand the *terms of use* of the specific social media being used.
- Closely monitor content of social media site and pages under their control and take proper action in relation to the content restrictions detailed in Section 7.
- Restrict access to social media account passwords and notify Information Services of any password changes.
- Administrate social media sites and pages only on or from IOS devices.

SECTION 7: CONTENT RESTRICTIONS

Administrators are restricted from posting the following content on City-owned social media sites or pages without written permission from the City Manager or designee:

- Statements or opinions concerning issues which are currently in litigation.
- Confidential information received in the course of official duties.
- Political statements regarding candidates for any public office (see City of Lewiston Personnel Policy, Section 1604).
- Material that is subject to copyright, trademark, or service mark restrictions.
- Advertisements or solicitations for private business (see City of Lewiston Personnel Policy, Section 1607).
- Comments or other information regarding current or potential candidates for City employment.
- Comments or other information on City personnel matters or disciplinary issues.
- Speech containing obscene or sexually explicit language, images, or acts and statements or other forms of speech that ridicule, malign, disparage, or otherwise express bias against any race, religion, or other protected class of people.

SECTION 8: CONTENT RESTRICTIONS- USERS/VISITORS

Administrators must weigh the value versus the risk of allowing comments on City-owned social media sites and pages.

City social media articles and comments containing any of the following forms of content are prohibited:

- Comments not topically related to the particular social media topic being commented upon.
- Comments in support of or opposition to political campaigns.
- Profane language or content.
- Speech containing obscene or sexually explicit language, images, or acts and statements or other forms of speech that ridicule, malign, disparage, or otherwise express bias against race, religion, or other protected class of people.
- Advertisements or solicitations for private business.
- Conduct or encouragement of illegal activity.
- Information that may tend to compromise the safety or security of the public or public systems.
- Material that is subject to copyright, trademark, or service mark restrictions.

SECTION 9: AUTHORIZED USES

The following uses of social media are approved for all departments:

- Community outreach and engagement
- Special events promotion
- Time-sensitive notifications, such as:
 - Road closures