



EL DORADO

THE FINE ART OF LIVING WELL

City of El Dorado Social Media Policy

A CITY OF CHARACTER

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1. PURPOSE

- 1.1 The City of El Dorado departments may use social media tools such as Facebook, Twitter, and YouTube to reach a broader audience. While the City’s website (www.eldoks.com) is the City’s primary Internet presence, the City recognizes that, when used appropriately, social media may be useful in furthering the goals of the City and the missions of its departments.
- 1.2 This Policy provides standards and procedures for the use of social media sites. All official City presences on social media sites or services are considered extensions of the City’s information networks and are governed by the responsibilities set forth in this and related policies and procedures.
- 1.3 This Policy applies to all uses of social media by City employees maintaining, using, or providing oversight of social media tools. Employees include, but are not limited to, full-time and part-time employees, contractors, interns, and volunteers who access or contribute content. This policy also applies to all members of the public who comment or otherwise interact with the City through its social media websites.
- 1.4 All content created, received, transmitted, stored on, or deleted from City information systems is exclusively the property of the City or, to the extent provided by applicable law, of the person or entity that created or owns the copyright or trademark rights to that content.
- 1.5 Additionally, the City recognizes that many City employees use social media tools such as Facebook in their personal lives. Therefore, this policy provides guidelines for City employees when they communicate on social media sites as a private citizen.

2. OBJECTIVE

- 2.1 To maintain the integrity of the City’s presence in social media and to ensure that social media is used appropriately and within City guidelines and policies.

3. DEFINITIONS

City Social Media Sites: Those pages, sections or posting locations in social media websites established or maintained by an employee of the City authorized to do so as part of the employee’s job and that are used to communicate with the public on City business.

Social Media – Internet-based technology communication tools with a focus on immediacy, interactivity, user participation, and information sharing. Those venues include social networking sites, forums, weblogs, online chat sites, and video/photo posting sites or any other such similar output or format. Examples include Facebook, Twitter, and YouTube.

Authorized Social Media User - or “authorized user” means and includes any City employee contractor, consultant, vendor, and any other City employee responsible for the use,



administration, management, monitoring, and/or retention of social media, social media tools or web sites, and/or social media content, in the name of or on behalf of the City or any City agency.

Social Media Content – means and includes any materials, documents, photographs, graphics, and other information that is created, posted, distributed, or transmitted using social media Internet sites or social media tools.

4. POLICIES AND PROCEDURES

All official City of El Dorado presences on social media sites or services are considered an extension of the City’s information networks and are governed by the City of El Dorado’s policies contained in the City of El Dorado Employee Handbook. All uses of social media on behalf of the City or any City agency, or in any manner that appears to represent the City or constitute communication by the City, must comply with the following standards.

4.1 All City of El Dorado social media sites must comply with applicable federal, state, and City laws, regulations and policies. This includes adherence with established laws and policies regarding copyrights, records retention, Freedom of Information Act, First Amendment, privacy laws and information technology, web standards, brand standards and media policies established by the City of El Dorado.

4.2 Departments

- A. No department may establish or use or terminate a social media identity, account, profile, page or site (collectively, social media account(s) or account(s)) without the approval of the City Manager or designee.
- B. Department heads, with the approval of the City Manager or designee, shall designate one or more department employee to be the authorized social media user(s) for the department. Only the department’s authorized social media user(s) shall be authorized to post social media content on the department’s social media account(s) and may have access to the department’s social media accounts that permit such posting.
- C. No information or link (hyperlink) to any Internet site or other materials or communications may be posted on any department social media account that is not directly related (as determined by the department) to the mission, services, and business objectives of the department.
- D. Department social media pages must clearly identify the pages as created by and managed by the department, identified as a department, office, commission, or agency of the City.
- E. Department social media sites must prominently display, on the first page accessible to site visitors, links to the City’s official internet site www.eldoks.com and to the department’s official internet pages.

4.3 Employees

- A. No city employee may establish any social media account in the name of or on behalf of the City and any City department or agency unless: (1) the City Manager or designee has approved in accordance with subsection 4.1 above; and (2) all information to be posted on the account is approved in accordance with subsection 4.1 above. This requirement applies regardless of whether the account is established, accessed, or used by means of City information systems or by means of the employee's or others' information systems, and regardless of whether the account is established, accessed, or used from City or non-City premises.
- B. Social media accounts established by the City or a City department are to be used for City and department business purposes only. Use for communications and postings that are not directly related to a City or department business purpose is prohibited.
- C. Employees must report unauthorized uses of City social media or City social media accounts to the head of their department or the City Manager or designee.
- D. Employees are expected to be attentive and careful in their use of social media. Employees should be aware that their use of social media may be perceived as representing the City and City government, and should tailor their use accordingly.
- E. Unacceptable Uses. The City considers the activities and uses of social media listed below to be unacceptable. Employees are prohibited from engaging in any of them on a social media account established by the City or a City agency.
 - i. Using social media in a manner that does not comply with federal, state, and local laws and regulations and with City or City agency.
 - ii. Using social media in a manner that:
 - 1. Violates the copyright, trademark, or other intellectual property rights of any person or entity, or otherwise violates their legal ownership interests;
 - 2. Includes ethnic slurs, profanity, personal insults; material that is harassing, defamatory, fraudulent or discriminatory; or other content or communications that would not be acceptable in a City workplace under City or agency policy or practice;
 - 3. Violates the terms of contracts governing the use of any social media content, including but not limited to, software and other intellectual property licenses;



4. Displays sexually explicit images, cartoons, jokes, messages, or other material in violation of the City's policy on Harassment;
5. Violates the City's rules relating to political activities;
6. Contains confidential or "for official use only" information or information that compromises the security of City networks or information systems. Such for official use only or confidential information includes, but is not limited to, information that is protected under the Health Insurance Portability and Accountability Act of 1996 (HIPAA) or other federal, state, or local laws and regulations, as well as social security numbers and other personally identifiable information; or
7. Violates the terms of use governing the social media account.

This list is not exhaustive. Questions about particular uses of social media or particular social media content should be directed to the Department Head and the City Manager or designee.

- F. Personal social media accounts. This policy is not intended to govern employees' establishment or use of personal social media accounts for personal purposes, outside the workplace and using non-City information systems. However, some such personal uses of social media may reflect on the City or appear to represent City policy or to be on behalf of the City. In addition, accessing and using personal social media accounts by means of City information systems is subject to City policy. For these reasons, City employees are expected to comply with all City and department policies when using personal social media accounts.

4.4 Posting/Comment Guidelines

- A. A city social media site or page may be a "**limited public forum**" under the First Amendment if visitors to the site are able to post comments or other communications. Where permitted by the operator of the site, the comments and similar functions should be disabled on City and department social media pages, unless the department head or City Manager or designee determine that permitting or encouraging interactive communications with site users is necessary to carry out the business objectives of the department creating the site.
- B. If interactive communications (e.g. comments) are permitted, terms of use for visitors to the site must be posted prominently on the site, unless prohibited by the terms of use governing the social media account or prevented by the site. The terms must include:



- i. A clear description of the topics that the site is intended to address and that may be addressed in comments, with a statement that user postings will be removed if they are not directly related to those topics.
 - ii. Statements substantially similar to the following:
 - a. Communications posted by visitors on this site may not contain ethnic slurs or profanity; material that is harassing, defamatory, fraudulent, discriminatory or sexually explicit; or any material that infringes copyright, trademark or other intellectual property rights. Any such communications may be removed at any time without notice.
 - b. Any advertisements appearing on the site are not controlled by the City or the agency and do not reflect endorsement by the City or department.
 - c. Opinions expressed by visitors to the site do not reflect an endorsement or opinion on the part of the City or department.
 - d. All postings by visitors to this site may be retained by the City, in its discretion and as required by City policy.
 - e. All postings may be subject to the Kansas Open Records Act and other public records and disclosure laws, as well as discovery in litigation. This includes, but is not limited to, information made available through a user's privacy settings on their own social media and other Internet pages.
 - f. Visitors to this site should have no expectation of privacy or confidentiality with respect to any content they post to the site, and the City and agency have no responsibility for maintaining any such privacy or confidentiality.
- C. The City of El Dorado social networking content and comments containing any of the following forms of content shall not be allowed for posting:
- i. Comments not typically related to the particular site;
 - ii. Profane language or content;
 - iii. Sexual content or links to sexual content;
 - iv. Solicitations of commerce;
 - v. Conduct or encouragement of illegal activity;
 - vi. Information that may tend to compromise the safety or security of the public or public systems;
 - vii. Content that violates a legal ownership interest of any party;



The City reserves the right to remove content that is deemed in violation of this policy, applicable law, or the City's employee handbook. Any participants on the City's official social media sites that repeatedly violate the posting/commenting guidelines may be permanently removed from the City's site.

- D. The content of communications posted by site users may not be edited or otherwise modified; **removal is the only action that may be taken**, and then only for communications that violate the terms of the statements under subsections above. If content is removed, a copy of the content must be saved and given to the City Manager or designee.

4.5 Miscellaneous

- A. Department heads must submit a list of all social media accounts maintained by that department including log-in information to the City Manager or designee.
- B. When the City of El Dorado begins operating under special circumstances of a crisis, authorized social media users will immediately stop posting on their respective sites. All sites will be redirected to the City's main social media sites to ensure followers receive consistent information from the City of El Dorado.
- C. The City of El Dorado reserves the right to temporarily or permanently suspend access to official City social media sites at any time.