

	<p>City of Albany Administrative Policy Employee Relations Policy #: HR-ER-19-002 Title: Use of Social Media</p>	<p>Human Resources</p>
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Purpose

The City of Albany’s Strategic Plan is intended to be the guiding structure for city government operations. From the Plan’s beginning in 2005, its Effective Government theme has included “a comprehensive communications plan...to encourage informed citizen participation in local government.”

How Albany residents communicate with each other and how they obtain information from others changes daily. Some of the fastest and most influential change occurs via Internet social media platforms. City departments may consider participating in social media platforms to broaden their reach. The City of Albany supports the use of social media to further the goals in the Strategic Plan and the City’s overarching mission, vision, and values; key among these are the value of a “transparent, open, and honest government” and “active engagement of those we serve.”

The City Executive Team and designated department spokespersons have an overriding interest and expectation of City staff who may “speak” and in what is “spoken” on behalf of the City of Albany. City communication is best when it is factual, written professionally, consistent, branded, and delivered with one voice, including information posted on social media. This policy establishes guidelines for the use of social media and becomes part of the City Communications Plan.

The City Social Media Working Group shall review social media outlets and recommend which may be suitable for use by the City and its departments. Department representatives who are authorized to contribute social media content shall serve as the City’s Social Media Working Group to educate departments on how to best use various social media outlets to achieve their goals. The Social Media Working Group will be chaired by the Public Information Officer and will include, but is not limited to other staff with applicable communications and marketing roles.

Policy

1. It is the policy of the City of Albany (City) that social networking sites shall be used for City business to release news and other public information in addition to traditional distribution outlets. Links on the City’s social networking accounts shall point users back to the City of Albany Web site, www.cityofalbany.net, for information, forms, documents, and online services that help individuals conduct business with the City of Albany.
2. The City Manager, Public Information Officer, Department Directors, or their designees may respond to comments posted on social media sites when appropriate. Responses are a public record* with retention dependent upon their content. A response with content that is transitory** is a public record that does not require retention (an example is directing the user to information



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on the City's Web site.) A response with content that does not meet the definition of transitory is a public record that may require retention and public records may require disclosure. Social Media Working Group members will be responsible for monitoring social media content for retention requirements. Most content will be automatically purged after two years.

3. Each department will determine its need to engage citizens via social media and select department representatives who are authorize to post information to social media accounts.
4. Departments will post to social media accounts autonomously, with oversight by the City Public Information Officer.
5. The City Public Information Officer or designee will have oversight for all social media accounts and will monitor City content on social media sites to ensure that it adheres to all applicable City policies. Information posted on social media sites shall be consistent with the City of Albany mission, vision, values, and goals. User comments that violate the City's Nondiscrimination Policy (HR-ER-05) will be removed.
6. All official City presences on social media sites or services are considered an extension of the City's information networks and must comply with all City policies and specifically, with the Use of Office and Telecommunication Equipment Policy (HR-ER-13); Records Management Policy (F-09-08); and Identity Theft Protection Policy (F-04-08).
7. All account passwords and access will be kept secure. City social media profiles will always be accessible by the City Public Information Officer or designee.
8. Employee representing City government through social media outlets must conduct themselves at all times as representatives of the City. Failure to do so can result in discipline as described in the City's Human Resources policies. Departments that use social media are responsible for complying with all applicable federal, state, county, and city laws, regulation, and policies including but not limited to those related to copyright, Freedom of Information Act, Oregon Public Records Law, First Amendment, privacy, and Oregon Identity Theft Protection Act.
9. Employees contributing content shall check facts, cite sources if necessary, avoid copyright infringement (including all text, images, and other media), acknowledge and correct errors in a timely manner, and check spelling and



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grammar before posting content. The City Public Information Officer or designee may review content before it is posted and to modify, remove, request for removal by third parties, or prohibit any postings deemed inappropriate.

10. Employees must work with their supervisor to determine that usage of social media for City business is consistent with available time and resources.
11. The City will “friend,” “like,” “follow,” or subscribe to social media accounts that are professionally relevant, as approved by department designees. The City will not engage with groups or individuals that are known to be inconsistent with the City’s discrimination and other policies. The City as a governmental body should avoid relationships with political groups. “Tagging” of followed organizations in social media posts should be limited using criteria herein.
12. Each social media site has unique characteristics and needs; to this end, the City’s usage is limited to the following:
 - a) Usage of Facebook shall be limited to “fan pages” and not profiles. This is in accordance with Facebook’s Terms of Service.
 - b) Usage of other social media platforms will be evaluated by the Public Information Officer on an as-needed basis.
13. All social media platforms will be use only approved, official graphics as profile pictures. These images must be reviewed and approved by the City Public Information Officer.
14. Social media use by each department will be reviewed periodically to assess effectiveness, evaluate performance, provide suggestions for changes or improvements, and possible removal if there is not a justifiable need for the particular presence. The City Public Information Officer will perform this review.
15. At any time if there are questions regarding social media account protocol, City-posted content, or content submitted by the public, contact the City Public Information Officer.
16. Employees shall not conduct City business on their personal social media accounts. In their capacity as private citizens, employees have the same right to self-expression enjoyed by members of the public. Usage of personal social media sites during work hours is subject to supervisor approval and Use



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of Office and Telecommunication Equipment Policy (HR-ER-13).

17. Violation of this policy may result in information being removed from social media sites.
18. This policy will be evaluated and revised regularly to maintain compliance with Oregon records retention requirements and applicable City policies.

Definitions

* **Public Record.** ORS 192.410(4)(a) addresses the access/disclosure of public records. ORS 192.005(5) addresses the retention/disposition of public records.
 ** **Transitory messages** are any exchange of communication that is fulfilled almost immediately upon request. Keep these messages until the task is complete or their value has passed.

References

HR-ER-05-002
 HR-ER-13-006
 F 04-08

Review and Authorization

Supersedes: HR-ER-19-001	Amended by/date: Marilyn Smith 10/29/14	Effective Date: November 17, 2014
HR Director:		City Manager:

1. Form or worksheet revision related to this document? No Yes

If yes, attach a copy of the revised form or worksheet.

2. Training required? No Yes