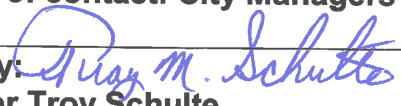


Title: Social Media Policy	Department of contact: City Managers Office
AR No. 1-27	Approved by:  City Manager Troy Schulte
Effective Date: 5/14/2018	Supersedes: NA

1.0 PURPOSE

The City of Kansas City, Mo., has an interest in making certain that individuals who speak on behalf of the City or via their own personal social media accounts do so in a manner that consistently furthers the City’s goals. This policy, which focuses on communications within Web and social media channels, is designed with that overriding interest in mind.

2.0 ORGANIZATIONS AFFECTED:

All Departments

3.0 DEFINITIONS

“Social media sites” means content created by individuals, using publishing technologies, through and on the internet.

Social media sites include but are not limited to:

- Social networking sites (e.g., Facebook, LinkedIn, Google+)
- Video and photo sharing websites (e.g., Flickr, YouTube, Instagram, Pinterest)
- Micro-blogging sites (e.g., Twitter, Tumblr)

4.0 POLICY

The City recognizes the impact that the Internet and social media have on how residents communicate with and obtain information from the City. Therefore, the following policy has been adopted to guide departments as they consider and develop the use of social media tools to communicate with various audiences. The City embraces and encourages appropriate departmental use of social media to promote the goals of the City.

All City of Kansas City, Mo., social media sites operated by departments or on behalf of the City will be subject to approval by the City Communications Office.

Social media practices should reinforce the following uses of social media:

- As channels for disseminating time-sensitive information as quickly as possible (example: emergency information).
- As marketing/promotional channels, which increase the City's ability to broadcast its messages to the widest possible audience.
- Show transparency for information we share with residents.
- Obtaining useful feedback from residents and other interested individuals.

All City of Kansas City, Mo., social media sites are to conform with appropriate City administrative regulations, policies and standards, and ethics codes, including but not limited to:

- AR No. 1-16 Technology Procurement, Use and Security
- City of Kansas City, Mo., Privacy Policy
- Web design and accessibility standards

For each social media site approved for use by the City, the following documentation will be developed and adopted:

- Operational and use guidelines (See Section 7.0)
- City and departmental branding standards
- Standards for the administration of social media sites (See Section 6.0)

5.0 PROCEDURES

A. Social Media Communications on Behalf of the City of Kansas City, Mo.

1. Creation of Social Media Sites:

- a. Departments may not create their own social media sites until they have received approval from City Communications.
- b. Departments wishing to create and manage department-specific social media sites should complete a Social Media Action Plan Form (available on myKC under Tools/Resources) and submit it for approval by City Communications. Email the form to communications@kcmo.org.
- c. After reviewing the Social Media Action Plan, members of the City Communications Office will meet with members of the department to discuss the plan and approve, modify or deny the request.
- d. If the request is approved, the department must work with the City Communications Office on the launch of the social media site including the name, logo, etc.
- e. Requests or proposals for new social media tools for City use are to be submitted by the appropriate department public information officer (PIO) or communications staff member and will be reviewed for approval by the City Communications Office.

2. Site Content:

- a. Consistent with the content provider concept used for www.kcmo.gov, departmental PIOs and communications staff will be responsible for the content posted and upkeep of social media sites for their department. Should a department not have a dedicated PIO or communications staff, the department

director may designate an individual to serve in this capacity, pending training and approval by the City Communications Office. The designated individual must be a full time employee of the department.

- b. Content posted on social media sites that represent departments of the City of Kansas City, Mo., should contain links to direct users back to the appropriate Web pages on www.kcmo.gov or department websites for more information and the appropriate forms, documents or online services for conducting business with the City.
- c. Employees representing the City of Kansas City on City social media sites must properly conduct themselves at all times as representatives of the City and in accordance with all City policies. Employees who fail to conduct themselves in an appropriate manner while representing the City of Kansas City on City social media sites may also have their access revoked by City Communications.
- d. When sharing or posting photos or unoriginal content on social media sites, the PIO or communications staff should ensure he or she has permission to use the photo or should give credit to the photographer or author. When posting generic photos, city-owned photos should be used. Contact City Communications Office for photos or additional information.
- e. Social media sites representing the City of Kansas City, Mo., shall not contain postings, articles or comment content with the following, and such content will be subject to removal:
 - Content in support of or opposition to political campaigns or ballot measures;
 - Content or language that is considered profane;
 - 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, national origin, criminal record, physical or mental disability or sexual orientation;
 - Content that is sexual in nature or contains links to sexual content;
 - Content that is a solicitation of commerce;
 - Content that conducts or encourages illegal activity;
 - Content that may tend to compromise the safety or security of the public or public systems;
 - Content that violates a legal ownership interest of any other party;
 - Content determined to be spam; or
 - Content that can be construed as defamation or false statements.
- f. The document titled "Moderation of Third Party Content" (on myKC under Social Media) outlines how the City expects residents to interact with us on social media.

B. Use of Personal Social Media by Employees:

1. Conduct of Employees:

- a. The City respects the First Amendment rights of all employees. See the document titled "Employee Guidelines for Personal Social Media Use" (on myKC under Social Media) to understand how employees should use their personal social media sites, and how an employee may be held responsible for personal content as a City employee.
- b. Statements made on social media that affect the workplace may also be investigated under any City policy implicated including, but not limited to, the EEO policy and the violence in the workplace policy.

C. Records Retention

1. Public Records:

- a. City of Kansas City, Mo., social media sites are subject to State of Missouri public records laws as well as state retention law and relevant City of Kansas City, Mo., records retention policy.
- b. Departments that create social media sites are responsible for the maintenance of the site and associated records and shall respond completely and accurately to public records requests for public records associated with their social media site and activity. (See Code of Ordinances Section 2-115 for specific information regarding open meetings and records).
- c. All content posted and maintained as part of a social media site that is related to City business, including lists of followers and posted communication, is considered a public record.
- d. Any posted content or submissions for posting are public records that are subject to public disclosure.
- e. Public records requests must be directed to the City Communications Office who is the sole custodian of records for the City pursuant to Code of Ordinances Section 2-115(d).
- f. These guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date and identity of the user when available. If a comment or post needs to be deleted due to a violation of this policy, staff should save a screenshot of the

content before deletion and send it to the Social Media Manager in City Communications for archiving.

- g. The City of Kansas City, Mo., reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law and will approach the use of social media tools as consistently as possible.

6.0 ADMINISTRATION

A. Administration of City of Kansas City, Mo., social media sites

1. City Communications Responsibilities:

- a. City Communications will maintain a list of social media tools that are approved for use by City departments and staff.
- b. City Communications will maintain a list of all City of Kansas City, Mo., social media sites, including login and password information. Departmental PIOs will inform City Communications of any new social media sites or administrative changes to existing sites.
- c. All login and password information used to set up new social media sites or maintain existing social media sites must be shared with City Communications before the sites can be used. Facebook is the exception to this rule. Usernames and passwords will not be required for Facebook since administrators must use their personal accounts to manage pages. Rather than providing personal information, administrators of department Facebook pages are recommended to add City Communications as an administrator to the department's page as well as an additional back-up administrator from the department.
- d. City Communications reserves the right to revoke access to social media sites if an employee who had previous access leaves the City as an employee, or if the employee is disciplined for failure to properly conduct himself in an appropriate manner on behalf of the City.

7.0 ADOPTED SOCIAL MEDIA STANDARDS/GUIDELINES

A. Social Media Guidelines

1. Approved Social Media Sites by the City of Kansas City, Mo.:

- a. Twitter - Twitter Guidelines (available on myKC under Social Media)
- b. Facebook - Facebook Guidelines (available on myKC under Social Media)
- c. Instagram - Community Guidelines
- d. YouTube – Community Guidelines
- e. Nextdoor – Community Guidelines
- f. Snapchat – Community Guidelines
- g. Pinterest – Community Guidelines

8.0 RECORD OF UPDATES:

This policy will evolve as new technologies and social media sites change. Please refer to this record of updates for the latest changes.