

City of Kansas City, Missouri Facebook Guidelines

As a social networking site, Facebook has made it easy for businesses and government to connect with individuals in the interest of promoting activities, programs, projects and events. These guidelines are intended to help departments drive traffic to department Web pages at www.kcmo.gov or other department websites and help make more people aware of City programs, services and events. These guidelines are to be used in conjunction with the concepts expressed in the City's Social Media Use Policy. As Facebook and other social media changes, these standards may be revised as appropriate.

Definitions:

“Entity” or “entities” means a City representative that doesn’t necessarily fall under an official department or where it makes sense to have a separate and specific Facebook page to the public. Examples include KCI Airport, Swope Memorial Golf Course.

Starting a New Facebook Page:

Some departments or entities may have little need for a public-facing Facebook page. Those departments or entities that believe they do have a business need for such a site can submit a request to the City Communications Office for approval by the Director of City Communications. Once approved, the City Communications Office will create a standard boilerplate City page for the department or entity.

All City-provided branding images must be used in accordance with City branding standards outlined in the KC Brand guidelines. This info can be found on the employee intranet site (myKC). Branding used by departments or entities already in use is approved (i.e. Airport, Parks, Water).

Page Type:

To take advantage of greater visibility, customization and measurability, the City Communications Office will create 'pages' in Facebook not 'groups.' Community pages will currently be accepted as is unless there is a copyright/trademark issue.

For 'type' description, it will be set to government and should not be changed, unless approval given by City Communications.

Page Details:

In an effort to be clear as to page ownership, the City Communications Office will create a standardized Facebook page, which consists of a cover photo and an approved profile image.

If comments are turned on, the Wall page should include a link to a Comment Policy with the following disclaimer:

Comments posted to this page will be monitored. Under the City of Kansas City Mo. Social media policy, the City reserves the right to remove or hide inappropriate comments according to the Moderation of Third Party Content on City Social Media Sites.

A link to www.kcmo.gov or a department/entity web page should be included on the Info page.

Page Naming:

Page name should be descriptive of the department or entity.

Departments or entities should choose carefully with consideration for abbreviations, slang iterations, etc.

The City Communications Office will approve proposed names.

Page Administrators:

A successful page requires department or entity involvement on a daily basis. The department/entity PIO or designated social media administrator is responsible for monitoring the Facebook page. We encourage interacting on posts with those who comment. Commenters feel appreciated when their feedback is acknowledged by the PIO or designated social media administrator. Posts should be approved by the PIO or a designated alternate.

The PIO is responsible for making sure page content is kept fresh and of interest. The department or location should designate a back-up administrator in the PIO's absence.

Page Style:

Consistent with the City of Kansas City, Mo., Style Guide, departments or entities will use proper grammar and standard AP style, avoiding jargon, "textspeak," and abbreviations. While Facebook may be more casual than other communication channels, as City Facebook pages represent the City, they must do so in a professional manner.

Frequency of Posts:

When posting on social media sites, it is recommended to not post too frequently that it becomes a burden to your followers. On average, posting on Facebook should be limited to 1-3 posts/day.

Photos on Pages:

When sharing or posting photos on Facebook, make sure you have permission to use the photo and/or give credit to the photographer. When posting generic photos, you should use city-owned photos. Contact City Communications Office if you need such photos or have questions.

Personal Facebook Pages:

The City respects the First Amendment rights of all employees. Please read the Employee Guidelines for Personal Social Media Use on myKC under Social Media to understand how employees should use their personal social media accounts.

If an employee can be easily identified with, or identifies themselves as, a City of Kansas City, Missouri employee on their social media profile, he or she should make it clear that the views expressed on the account do not necessarily reflect the City's views. It is recommended an employee should use a disclaimer on the account's bio or description such as: "The views expressed on this account are mine alone and don't reflect the views of the City or my employer."