

 <p style="text-align: center;">ADMINISTRATIVE PROCEDURE</p>	AP 2-10
	Category: Information Technology
	Department: Office of Communications
TITLE: Online Social Media	Approved: August 18, 2016

A. Purpose

The City of Peoria supports the use of social media for the purpose of augmenting and enhancing communication and community engagement. Therefore, the City endorses the secure use of social media platforms and technology to enhance communication, collaboration and information exchange; streamline processes; and foster productivity improvements. Its application, however, must not compromise data confidentiality and integrity. The same standards of conduct, principles and guidelines that apply to City of Peoria employees in the performance of their assigned duties apply to employee social media use. The presence of the City on Social Media is not a public forum.

While the use of social media outlets is intended to expand communication and enrich services, the City of Peoria has an overriding interest and expectation in deciding what is “spoken” on behalf of the City on its social media sites. This procedure establishes guidelines for the use of social media.

B. Definitions

- 1) City - City of Peoria, Arizona, a municipal corporation.
- 2) Social Media - Non-City-hosted websites, profiles and accounts through which interaction with other online users is encouraged; examples include but are not limited to Facebook, Twitter, LinkedIn, Instagram, Live Stream and YouTube.
- 3) OC – Office of Communications
- 4) IT – Information Technology Department
- 5) AP – Administrative Procedure
- 6) PAR – Personnel Administrative Regulation

C. General

- 1) All City social media sites posted by executive departments, quasi-governmental City entities, or City contractors are subject to approval by the City Manager's Communications Director in the OC.
- 2) The City's official websites and online presence (e.g., Peoriaaz.gov, Peoria TV Channel 11, etc.) will remain the City's primary and predominant internet "presences".
 - a. The best, most appropriate City uses of social media tools fall generally into two categories:
 - i. As channels for disseminating time-sensitive information as quickly as possible (for example: emergency information; road closures).
 - ii. As marketing/promotional channels which increase the City's ability to broadcast its information to the widest possible audience.
 - b. Wherever possible, content posted to City social media sites will also be available on the City's main website(s).
 - c. Wherever possible, content posted to City social media sites should contain links directing users back to the City's official websites for in-depth, information, forms, documents or online services necessary to conduct business with the City.
 - d. Social media sites are not to be used to report criminal activity or emergencies. If you have information for law enforcement, please contact your local police agency. Additionally, City of Peoria social media sites will not constitute an official form of communication for legal notices, specific requests for service, public records requests, registering a complaint, or filing a claim.
- 3) All of the City's websites and social media "presences" or sites are considered extensions of the City's communications program and are governed by this and other relevant City Administrative Policies, Personnel Administrative Regulations and Standards, including but not limited to:
 - a. AP 2-1 – Computers, Acceptable Use;

- b. AP 2-2 – Computers, Internet and E-mail;
- c. AP 2-5 – Computer Policy, Audit;
- d. AP 2-8 – Password Security;
- e. AP 2-11 – Computer Policy, Use of Network Capable Mobile Computing Devices to Store or Access Secured City Information;
and
- f. Graphic Design Standards.

Any exceptions will be approved by the OC prior to launching or updating a social media site and are further subject to review by the Chief Technology Officer within IT and appropriate departmental branch public information authority, as necessary.

D. Procedure Requirements

- 1) The establishment and management of Social Media within this Procedure refer to City-related social media. It is the responsibility of the Communications Director, or designee, to act as the City's official spokesperson and maintain the City's official web presence via social media/networking and the internet.
- 2) Departments or divisions (or contractors working on their behalf) shall not create new websites, accounts or other unique "presences" via any online social media service without first obtaining approval from the OC via the requesting department's director or designee.
- 3) Any websites, accounts or unique "presences" via online social media established in accordance with this procedure shall follow any additional naming, design and conduct guidelines as established by the OC.
- 4) The responsibility for assuring compliance with the provisions of this procedure rests with the requesting department's director, supervisors and the individual employee(s) involved in creating and maintaining any web presence on behalf of the City.
- 5) Once a web presence is approved, responsibility for maintaining it and providing information to online communities is the responsibility of the

requesting department. Department director(s) or their designee(s) are responsible for the central upkeep of social media sites created by their departments. They are also responsible for compliance with the "Terms of Use" of social media platforms used by their departments.

- 6) The OC retains final authority over design, content and updates for any web presence created on behalf of the City.
- 7) It is the responsibility of social media users and those engaged in social networking to do so in accordance with City policies and guidelines related to computer or online activity (see subsection C General, at subsection 3, above).
- 8) City social media sites are subject to State of Arizona public records laws. Any content maintained in a social media format that is related to City business, including a list of subscribers and posted communication, is a public record. The department maintaining the site is responsible for forwarding public records requests received via social media to the City Clerk's Office for processing. Content related to City business shall be maintained by the departments or the OC's designee in an accessible format so that it can be produced in response to a request. Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure. Users shall be notified that public records requests must be directed to the City Clerk's Office.
- 9) State of Arizona record retention schedules apply to social media formats and social media content. The department maintaining a site shall preserve records required to be maintained pursuant to relevant record retention schedules for the required retention periods on a City server (or similar storage platform contracted for or on behalf of the City) and in a format that preserves the integrity of the original record and is easily accessible. At the discretion of the OC, the retention of records may be assigned to a third party contractor or designee who will assume compliance with the State of Arizona retention schedules.
- 10) Users and visitors to City social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between City departments and members of the public and that all postings are subject to review and deletion by the City. City social media site posts and comments containing any of the following forms of content will not be allowed:

- a. Comments not topically related to the particular social medium article being commented upon;
- b. Comments in support of or opposition to political campaign(s) or ballot measure(s);
- c. Language or content that contains racial epithets or describes specified sexual activities as defined in Chapter 11 of the Peoria City Code (1992) or describes specified anatomical parts as defined in Chapter 11 of the Peoria City Code;
- d. 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, disability or sexual orientation, pregnancy status, veterans status, genetic information, or any other characteristics protected by law;
- e. Sexual content or links to sexual content ;
- f. Solicitations of commerce, advertising or spam;
- g. Conduct or encouragement of illegal activity;
- h. Information that may tend to compromise the safety or security of the public, public facilities or public systems, or any criminal or civil investigations;
- i. Infringement of copyright or trademark;
- j. Disparaging/ threatening comments or personal attacks or combative exchanges;
- k. Content that is intended to defame any person, group or organization;
- l. Personal identifying information as defined in Title 44, Arizona Revised Statutes, or otherwise protected sensitive or confidential information.
- m. Profane language or content.
- n. Content that violates the terms of use of any social media platform.

Moreover, the use of the official City name, City seal or logo, City email address or job title will be deemed an attempt to represent the City in an official capacity and is not allowed. Other communications leading a viewer to conclude that a posting was made in an official capacity will also be deemed an attempt to represent the City in an official capacity and is not allowed.

These guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained as set forth in paragraph 9 of this subsection, including the time, date and identity of the user (also sometimes referred to as a “poster”), when available. Further, the user will be notified of a violation of this procedure’s standards as well as a platform’s Terms of Use, if applicable. Persons or entities that flagrantly or repeatedly disregard these City standards (or amendments thereto) may be subject to removal from the specific Social Media site or discussion at the City’s sole discretion. Whenever possible, the City will use the least restrictive method to prevent violation of these standards.

- 11) The City of Peoria is not liable for content posted to its Social Media site(s) by persons other than employees of the City and it reserves the right to restrict or remove any content deemed in violation of this Social Media Procedure, any Terms or Standards of Use, or any applicable law. This procedure is subject to amendment or modification at any time.
- 12) The City will approach the use of social media tools as consistently as possible, enterprise wide.
- 13) All new social media tools proposed for City use will be approved by the OC prior to use.
- 14) Reasonable Accommodation. To request a reasonable accommodation when accessing the City of Peoria’s social media site(s) please contact the Office of Communications at (623) 773-7281.

E. Administration of City Social Media Sites

- 1) The OC will maintain a list of social media tools which are approved for use by City departments and staff.
- 2) IT will have access to a master list of all City social media sites, including login and password information. The OC will inform IT of any new social media sites or administrative changes to existing sites.

- 3) The City must be able to immediately edit or remove content from social media sites.
- 4) The OC may develop standards for specific social media sites at its discretion.

F. Employee Guidance for Participating In Social Media

- 1) Employees must have approval of the department head and the OC, or the latter's designee, to utilize social media in the performance of their official duties.
- 2) Employees using social media in the performance of their official duties are responsible for complying with all applicable federal, state and local laws, including City of Peoria specific Code, regulations, policies and procedures and applicable codes of conduct.
- 3) An employee may not characterize him or herself as representing the City, directly or indirectly in any online posting prior to obtaining written authorization from his/her Department Director or the OC or designee. Employees representing the City on social media must conduct themselves at all times in accordance with City policies, procedures and ethical rules. This provision does not prohibit an employee from identifying their job title or generally describing the nature of their job duties and responsibilities on professional networking sites such as LinkedIn. In using professional networking sites, an employee is expected to comply with the provisions of this procedure including but not limited to, Subsection C.
- 4) Employees posting content or comments in a non-official capacity shall take reasonable care not to identify themselves as an employee of the City. When the identity of an employee posting on a non-City social media site is apparent, the employee will clearly state that he/she is posting in a private capacity if commenting upon the City or City business.
- 5) Employees using social media will ensure that their City issued identification is not visible in any posting or other media in order to protect the security of the City and to avoid the potential hacking of City systems.
- 6) Employees have no expected right of privacy for any matter passed through, viewed, downloaded, printed, created, stored, received, sent or otherwise transmitted from employer provided technology and equipment.

- 7) Employees will ensure their personal use of and participation in social media does not:
 - a. Impair the efficiency of the workplace and that such participation does not involve a breach of confidentiality of the employer's trade secrets, copyright or other private and confidential information;
 - b. Impede the performance of their duties as public employees;
 - c. Abuse the authority and public accountability their role within the City requires.
 - d. Include the posting of inappropriate or illegal matters or harassment and threats of violence or similar inappropriate or unlawful conduct.
 - e. Include postings that could be viewed as malicious, obscene, threatening or intimidating. Employees shall not engage in online bullying and harassment as those terms are legally or generally understood within the community.
 - f. Misuse employer property.
 - g. Disclose nonpublic images of government property or other proprietary information or disclose personally identifying information about individuals with whom they come in contact as a result of their employment with the City, including but not limited to other employees.
 - h. Disclose records through a means other than the City's public records policies and procedures.
 - i. Result in the sharing or reposting of links and information from the City's websites or social media on their own or others' websites or social media in order to avoid a violation of this procedure.
 - j. Does not impact their own or others' productivity or negatively impact City resources while at work or while on City time.
 - k. Include use of their City of Peoria email address while participating in social media activities that are not directly required by and directly related to their official job responsibilities.

Nothing contained in this procedure shall be construed as denying employees their civil or political liberties as guaranteed by the United States and Arizona Constitutions.

Nothing contained in this procedure shall be construed as interfering with the rights of employees and Employee Organizations.

Some departments, including but not limited to Fire, Police, and the Municipal Court, may have administrative policies or rules related to social media use that include additional provisions and requirements.

G. Compliance

Violation of this Administrative Procedure may result in disciplinary action, up to and including termination of employment.

APPROVED:

/S/

Carl Swenson, City Manager

APPROVED AS TO FORM:

/S/

Stephen J. Burg, Acting City Attorney