

ADMINISTRATIVE ORDER NUMBER 8-19

SUBJECT: Social Media Policy

Responsible Department: Information Services

Date Issued: 11-5-2018

Date Revised:

Approved: *Signature on File*

Purpose

The purpose of this policy is to provide guidelines for social media uses for the City of Fresno social media sites and applications. Social media is media which combines social interaction with technology which integrates text, audio, video and graphics or pictures. Examples of such systems include but are not limited to: Facebook, Twitter, LinkedIn, Instagram, Pinterest, Tumblr, Flickr, weblogs, as well as real-time web communications such as instant messaging. "Posts" or "postings" means information, articles, pictures, videos, or any other form of communication posted on a City social media site or application.

Scope

This policy applies to any employee or agent of the City of Fresno or its related agencies performing and/or conducting City business. This does not include use of personal social media sites and/or applications during non-work hours, unless the employee or agent uses social media to identify themselves as an employee or agent of the City and either posts in an official capacity or represents that they act for the City while posting, or uses City equipment or resources to register for, create, or post on a personal social media account, as described below. Otherwise, this policy does not apply to personal social media accounts.

Policy

Information Ownership/Exchange

Any information that is posted on a City approved social media site and/or is posted by a City employee via a City network, email, or other electronic account is the property of the City of Fresno. All use of social media and information is governed by applicable state and federal laws and regulations as well as any usage policies and administrative orders by the City of Fresno. This includes any copyright and records retention laws. It should be noted that any information that is posted on any City created and maintained social media site by a City employee or agent may be produced pursuant to the California Public Records Act (PRA). There shall be no reasonable expectation of privacy. Refrain from using personal social media accounts during work time. Employees shall not use their City of Fresno issued email address to register for social networking sites, blogs, or other internet sites for the employee's personal use.

Information Accuracy and Confidentiality

Any City employee or agent of the City of Fresno who posts information on any City created and maintained social media site will ensure that the information is timely and accurate. Under no circumstances should confidential information be posted on any social media site.

Information Accessibility

Information posted to social media sites should be in a manner that allows members of the public with disabilities to access information that is comparable to information provided to persons without disabilities. Images posted to social media sites should have alternative text or be accompanied by descriptions that convey the meaning of the image. When posting videos, every effort should be made to ensure that the videos have captioning and/or audio descriptions. (see Administrative Order 8-20, Accessible Information and Communication Technology)

Employee Social Media Conduct

City employees and agents are expected to act and conduct themselves with professional and ethical standards. This includes the following provisions:

1. Interactions are to be factual, clear, and relevant to the topic or posting.
2. Employees should properly identify themselves. Employees are to act respectfully and with integrity.
3. Release of confidential and/or personal information is not allowed. City employees and agents are required to follow privacy protection laws, including, but not limited to the Health Insurance Portability and Accountability Act of 1996 (HIPAA).

The following are prohibited:

1. Profane, offensive, threatening, and/or sexual content or language;
2. Content that perpetuates, promotes, and/or fosters discrimination or harassment based on the following (see Administrative Order 2-16, Discrimination and Harassment Policy and Complaint Procedure):
 - Race, color
 - National origin, ancestry
 - Physical or mental impairment, disability, medical condition
 - Gender, gender identity, or gender expression
 - Sexual orientation
 - Sex
 - Religion
 - Marital status

- Age
 - Military or Veteran Status
 - Genetic Information
 - Any other classification protected by law
3. Content that retaliates against individual for making, reporting, or assisting in a discrimination or harassment complaint;
 4. Conducting and/or encouraging the conduct of illegal activity;
 5. Any information that compromises public security and/or the safety of public systems; and
 6. Any other inappropriate information/postings which includes, but is not limited to, conduct unbecoming an officer or employee of the City.

When using social media for City business, all City regulations, rules, and standards of conduct are applicable. Use of City systems including smartphones, email, computers, tablets, internet, etc., for social media that is not related to City of Fresno business operations is prohibited. The City's systems are not intended for personal gain and/or benefit. (See Administrative Order 8-11, Use of Electronic Systems and Tools).

Any City employee discovering a violation of this policy must report the suspected violation to their immediate supervisor and/or the Director of the Information Services Department (ISD). Violations of this policy may result in disciplinary action.

Questions regarding this Administrative Order can be directed to the City of Fresno Office of Communications and Public Affairs (559-621-7777).

City of Fresno Social Networking Sites

All networking sites and/or City social media sites may be monitored for proper content by the City's Office of Communication and Public Affairs. ISD security policies, personnel policies, Administrative Orders, and/or any other personnel regulations will apply to social networking sites and content.

It is the responsibility of the social media site owner to monitor their social media pages, and to respond as soon as possible to questions, comments, and other feedback. At a minimum, sites should be monitored on a weekly basis.

Automated proactive following and automated un-following are not allowed.

The City reserves the right to remove inappropriate content and/or shut down any social media site without prior notification.

A list of currently approved City of Fresno social media accounts can be found at <https://www.fresno.gov/citymanager/city-communications-office/social-media/>.

City of Fresno Social Networking Sites Access

The City of Fresno blocks all social media sites by default. Access may be granted for business purposes by a Department via a Director level or higher. A request for access does not mean that an employee will be allowed access to all available sites; the request will need to be specific as to what sites are to be allowed and state the business purpose for access.

Procedures for Approval

Employees or agents of the City of Fresno acting in an official capacity requesting to create public facing social networking site(s) and/or presence must receive express written consent from the Office of Communication and Public Affairs. Requests must be submitted for approval by using the attached Social Media Request Form. The Office of Communication and Public Affairs will notify the requesting employee(s) or agent(s) whether the request is approved. The Office of Communication and Public Affairs shall be provided with account access information and shall be immediately informed of any changes in login information.

All requests to create a public facing social networking site(s) require approval of the Office of Communication and Public Affairs, by using the Social Media Request Form attached.

Employees or agents of the City of Fresno requesting to create a public facing social networking site(s) must use the following procedure:

Submit the completed Social Media Request Form (attached) to the Department Director/designee.

The Department Director/designee reviews the request and recommends approval or denial of the request to the Office of Communication and Public Affairs.

The Office of Communication and Public Affairs shall approve or deny the request.

If the request is approved, the Office of Communication and Public Affairs will notify the requestor. In addition, the Office of Communication and Public Affairs shall be provided with access to the account as an administrator of the account.

SOCIAL MEDIA REQUEST FORM

Name:		Date:	
Department:		Job Title:	
E-mail:		Phone #:	
Social Media Action(s) Requested			
<input type="checkbox"/> Add <input type="checkbox"/> Delete – Skip to Justification <input type="checkbox"/> Change Ownership			
Name of Social Media Site:			
Web Address:			
Content			
User ID/Name of Account:			
Purpose of Application:			
Primary Audience:			
Type of Content to be Posted:			
Users Authorized to Post Content:			
User Responsible to Maintain Content:			
May the Public Comment on Posts?: Yes <input type="checkbox"/> No <input type="checkbox"/>			
User Responsible for Monitoring Appropriateness of Content and Associated Public Comments (if applicable):			
Additional Comments:			
Justification			

Note: Social media/networking sites established for City purposes are the property of the City of Fresno. User IDs and passwords must be provided and maintained by the City.

Signature (Requester) _____
Date

Recommendation of Department Director/Designee

Approved
 Denied
 Requires Additional Information (see comments)

Signature (Department Director) _____
Date

Recommendation of Office of Communications and Public Affairs

Approved
 Denied
 Requires Additional Information (see comments)

Signature (Communications and Public Affairs) _____
Date

Comments