

# City of Jenks

## Social Media Policy

### **1. Purpose**

This Social Media Policy (“Policy”) establishes guidelines for the establishment and use by the City of Jenks (“City”) of social media sites as a means of conveying information to members of the public.

The intended purpose of City social media sites is to disseminate information from the City about the City’s mission, meetings, activities, and current issues to members of the public.

The City has an overriding interest and expectation in protecting the integrity of the information posed on its social media sites and the content that is attributed to the City and its officials.

### **2. Definitions**

“Social Media Sites” means content created by individuals, using accessible, expandable, and upgradeable publishing technologies, through and on the internet. Examples of social media include, but are not limited to, Facebook, Instagram, Twitter, Blogs, RSS, YouTube, LinkedIn, Delicious, and Flickr.

“City Social Media Sites” mean social media sites which the City establishes and maintains, and over which it has control over all postings, except for advertisements or hyperlinks by the social media site’s owners, vendors, or partners. City social media sites shall supplement, and not replace, the City’s required notices and standard methods of communication.

“Posts” or “postings” means information, articles, pictures, videos or any other form of communication posted on a City social media site.

### **3. General Policy**

- 3.1** The City's official website at [www.jenks.com](http://www.jenks.com) (or any domain owned by the City) will remain the City's primary means of internet communication.
- 3.2** The establishment of City social media sites is subject to approval by the Director of Communications, City Manager, Assistant City Manager, and City Attorney. Upon approval, City social media sites shall bear the name and/or official logo of the City. Usage rules must be posted prior to posting or allowing comments on any social media sites.
- 3.3** All content on City social media sites shall be reviewed, approved, and administered by the City's Director of Communications.
- 3.4** City social media sites shall clearly state that such sites are maintained by the City and that the sites comply with the City's Social Media Policy.
- 3.5** City social media sites shall link back to the City's official website for forms, documents online services, and other information necessary to conduct business with the City.
- 3.6** The City's Director of Communications shall monitor content on City social media sites to ensure adherence to both the City's Social Media Policy and the interest and goals of the City.
- 3.7** Members of the City Council, Commissions, and/or Boards shall not discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the body.
- 3.8** The City reserves the right to terminate any City social media site at any time without notice.
- 3.9** City social media sites shall comply with usage rules and regulations required by the site provider, including privacy policies.
- 3.10** The City's Social Media policy shall be displayed to users or made available on our website.
- 3.11** All City social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
- 3.12** City social media sites are likely subject to the Oklahoma Open Records Act. Any content maintained on a City social media site that is related to City business,

including list of subscribers, posted communication, and communication submitted for posting, may be considered a public record and subject to public disclosure. All content is to be fully accessible to any person requesting documents from the social media site.

- 3.13** Employees representing the City on City social media sites shall conduct themselves at all times as a professional representative of the City and in accordance with all City policies.
- 3.14** All City social media sites shall utilize authorized City contact information for account set up, monitoring, and access. The use of personal email accounts or phone numbers by any City employees is not allowed for the purpose of setting-up, monitoring, or accessing a City social media site.
- 3.15** City social media sites may contain content including but not limited to, advertisements or hyperlinks over which the City has no control. The City does not endorse any hyperlink or advertisement placed on City social media sites by the social media's site owners, vendors, or partners.
- 3.16** The City reserves the right to change, modify, or amend all or part of this policy at any time.
- 3.17** Only the City Manager, City Attorney, or Director of Communications may authorize an employee to post on City social media sites.

#### **4. Content Guidelines**

- 4.1** The content of City social media sites shall only pertain to City-sponsored or City-endorsed programs, services, and events. Content includes, but is not limited to information, photographs, videos, and hyperlinks.
- 4.2** Content posted to the City's social media sites should contain hyperlinks directing users back to the City's official website for in-depth information, forms, documents or online services necessary to conduct business with the City of Jenks, whenever helpful.

- 4.3** The City shall have full permission or rights to any content posted by the City including photographs and videos.
- 4.4** Postings shall be made during normal business hours. After-hours or weekend postings shall only be made with City's Director of Communications, City Manager, Assistant City Manager, or City Attorney.
- 4.5** Any employee authorized to post items on any of the City's social media sites shall not express his or her own personal views or concerns through such postings. Instead, postings on any of the City's social media sites by an authorized City employee shall only reflect the views of the City.
- 4.6** Postings must contain information that is freely available to the public and not be confidential as defined by any City policy or state or federal law.
- 4.7** Postings may NOT contain any personal information, except for names of employees whose job duties include being available for contact by the public.
- 4.8** Postings and comments to City social media sites shall NOT contain any of the following:
- 4.8.1** Profane language or content;
  - 4.8.2** Content that promotes, fosters or perpetuates discrimination of protected classes;
  - 4.8.3** Sexual harassment content;
  - 4.8.4** Solicitations of commerce or advertisements including promotion or endorsement;
  - 4.8.5** Promotion or endorsement of political issues, groups or individuals;
  - 4.8.6** Conduct or encouragement of illegal activity;
  - 4.8.7** Information that may tend to compromise the safety or security of the public or public systems;
  - 4.8.8** Content intended to defame any person, group or organization;
  - 4.8.9** Content that violates a legal ownership interest of any other party, such as trademark or copyright infringement;
  - 4.8.10** Making or publishing of false, vicious or malicious statements concerning any employee, the County or its operations;
  - 4.8.11** Violent or threatening content;

**4.8.12** Disclosure of confidential, sensitive or proprietary information;

**4.8.13** Advocating for alteration of hours, wages, and terms and conditions of employment (applies to City employees only).

**4.9** Unacceptable content and repeat individual violators shall be removed. Content deemed inappropriate per Content Guidelines or technically destructive per Content Guidelines shall be promptly documented including the time, date and identity of the poster, when available (screenshot/printout), and then be removed immediately. Individuals (e.g., friends, fans or followers) who continue to post inappropriate content shall be removed. All deleted users will be documented by screenshot/printout. Contact City Attorney on any legal issues.

**4.10** These guidelines shall be displayed to users or made available by hyperlink on all City social media sites. .

**4.11** The City reserves the right to implement or remove any functionality of its social media site, when deemed appropriate by the Director of Communications and City Attorney. This includes, but is not limited to, information, articles, pictures, videos, or any other form of communication that is posted to a City social media site.

**4.12** Except as expressly provided in this Policy, accessing any social media site shall comply with all applicable City policies pertaining to communications and the use of the internet by employees, including email content.