

CITY OF RED LODGE SOCIAL MEDIA POLICY**1. PURPOSE:**

The City of Red Lodge uses social media to improve the quality of government services and to enhance communications to our citizens. Publicly available social media sites, such as Facebook, Twitter, or YouTube, can provide the City of Red Lodge with attractive options for meeting these objectives. This policy establishes that an employee's acceptable use of a social media site is for the express purpose of communicating the City of Red Lodge's broad interests or specific programmatic and policy interests to citizens. The City of Red Lodge has an overriding interest in deciding what is spoken on behalf of the City on City social media sites.

2. ELEMENTS OF THIS RULE:**A. Employee Access and Use**

The City of Red Lodge, at its discretion, through website filtering tools, restricts access to area of the Internet deemed not-work-related. The City of Red Lodge limits employee access to social media sites to designated individuals or functions. Employees desiring access to and use of social media sites shall consult with their department supervisor to develop a proposal for approval. Department heads shall forward the request to the City Administrator or his/her designee.

B. Social Media Account Management

Account management encompasses the creation, maintenance, and destruction of a social media account. The City Administrator or his/her designee are responsible for all requests for usage and verifying staff authorization to use social media sites. A City of Red Lodge email account must be used when signing up for a social media site, and all login information must be submitted to the City Administrator or his/her designee. The City Administrator or his/her designee will maintain a list of usernames and passwords for each social media site.

A social media site can be deleted only with permission from the City Administrator or his/her designee.

C. Acceptable Use

Social media use for City communications and for the purpose of fulfilling job duties, in accordance with the City of Red Lodge's goals and objectives, not for personal use. Employees should also follow regulations and rules according to the City of Red Lodge's Employee Manual. Employees representing the City on social media sites must conduct themselves at all times as representatives of the City and must not express personal views or political opinions.

D. Employee Conduct

City of Red Lodge employees using social media must follow the key points listed below. Failure to follow these key points may result in disciplinary action, up to and including termination, in accordance with the Employee Manual.

- Respect for citizens is paramount.
- We will use every effort to keep our interactions factual and accurate.
- We will strive for transparency and openness in our interactions.
- We will provide links to credible sources of information to support our interactions, when possible.
- We will publicly correct any information we have communicated that is later found to be in error.
- We will respect the rules of the social media website.

E. Content

All City of Red Lodge departments' designated social media administrators will be responsible for establishing, publishing, and updating their own social media pages. The City Administrator or his/her designee may modify or delete content that does not comply with City policies, guidelines, rules or laws.

Content of City social media sites and communications therein are the property of the City of Red Lodge.

F. Security

City network security policies shall apply to all social networking sites and articles.

- Only authorized users may access social media sites.
- Instant messaging functions within social media sites, such as Facebook Chat or Skype, are prohibited.
- The City of Red Lodge will filter and monitor all social media websites.

G. Legal Issues

All City of Red Lodge social networking sites shall adhere to the applicable state, federal and local laws, regulations and policies including all Information Technology and Records Management City policies and other applicable City of Red Lodge Policies. All entries shall clearly indicate that any article or posted content is subject to public disclosures.

E. Citizen Conduct

Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication from the City of Red Lodge to our citizens. Citizens responding to a social media communication may contact City employees by email, telephone or through the City's website at www.cityofredlodge.net.

Any comments posted must be non-discriminatory and shall not discriminate based on race, ancestry, color, physical or mental disability, religion, national origin, sex, age, marital or familial status, creed, ex-offender status, physical condition, political ideas or political beliefs, public assistance, sexual orientation, gender identity or gender expression.

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