

Resolution 2011-09

A RESOLUTION ADOPTING A SOCIAL MEDIA USE AND INTERNET POSTING POLICY

WHEREAS, the prevalence of online social media has made personal expression on public or semipublic web sites commonplace; and

WHEREAS, the free speech rights afforded by the United States and Tennessee Constitutions are of utmost importance to the city, its officials and employees; and

WHEREAS, the Town of Ashland City has an interest in cultivating and maintaining a positive presence on the internet;

NOW, THEREFORE, BE IT RESOLVED, by the Board of Mayor and Council that the following is hereby approved and adopted:

SOCIAL MEDIA USE AND INTERNET POSTING POLICY

SECTION 1. APPLICABILITY

- 1.1 This policy applies to every employee, whether part-time, full-time, currently employed by the city in any capacity who posts any material whether written, audio, video or otherwise on any web site, blog or any other medium accessible via the internet.
- 1.2 For purposes of this policy social media is content created by individuals using accessible and scalable technologies through the internet. Examples include: Facebook, blogs, MySpace, RSS, YouTube, Second Life, Twitter, LinkedIn, Google Wave, etc.

SECTION 2. CITY-OWNED OR CREATED SOCIAL MEDIA

- 2.1 The City maintains an online presence. An employee may not characterize him or herself as representing the city, directly or in-directly, in any online posting unless pursuant to a written policy of the city or the direction of a supervisor.
- 2.2 All city social media sites directly or indirectly representing to be an official statement of the city must be created pursuant to this policy and be approved by the Mayor.
- 2.3 The city's primary and predominant internet presence shall remain ashlandcitytn.gov and no other web site, blog or social media site shall characterize itself as such.
- 2.4 The Mayor's appointee (see attached appendix) is responsible for the content and upkeep of any social media sites created pursuant to this policy. The Appendix may change as needed.
- 2.5 Whenever possible a social media site shall link or otherwise refer visitors to the city's main web site.
- 2.6 In addition to this policy all social media sites shall comply with any and every other applicable city policy including but not limited to:

- a. Open records policy
- b. Internet Use policy
- c. IT Security policy
- d. Ethics policy
- e. Records retention policy

2.7 A social media site is subject to Tennessee's Public Records Act (T.C.A. 10-7-101, et seq.) and Open Meetings Act (T.C.A. 8-44-101, et seq) and no social media site shall be used to circumvent or otherwise in violation of these laws. All information posted on a social media site shall be a public record and subject to public inspection. All lawful records requests for information contained on a social media site shall be fulfilled by See Appendix and any employee whose assistance is necessitated. Every social media site shall contain a clear and conspicuous statement referencing the aforementioned state laws. All official postings on a social media site shall be preserved in accordance with the city's records retention schedule.

2.8 A social media site shall also contain a clear and conspicuous statement that the purpose of the site is to serve as a mechanism for communication between the city and its constituents and that all postings are subject to review and deletion by the city. The following content is not allowed and will be immediately removed any subject the poster to banishment from all city social media sites:

Comments not topically related to the particular social medium article being commented upon:

Comments in support of or opposition to political campaigns or ballot measures;

Profane language or content;

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, physical or mental disability or sexual orientation;

Sexual content or links to sexual content;

Solicitations of commerce;

Conduct or encouragement of illegal activity;

Information that may tend a compromise the safety or security of the public or public systems; or

Content that violates a legal ownership interest of any other party.

2.9 The city will approach the use of social media tools, software, hardware and applications in a consistent, citywide manner. All new tools, software, hardware and applications must be approved by the Mayor.

2.10 Administration of city social media sites.

The (see Appendix) will maintain a list of social media tools which are approved for use by city departments and staff.

The (see Appendix) will maintain a list of all city social media sites, including login and password information. Employees and officials will inform the Mayor of any new social media sites or administrative changes to existing sites.

The city must be able to immediately edit or remove content from social media sites.

2.11 For each social media tool approved for use by the city the following documentation will be developed and adopted:

Operational and use guidelines

Standards and processes for managing accounts on social media sites

City and departmental branding standards

Enterprise-wide design standards

Standards for the administration of social media sites

SECTION 3. NON-CITY SOCIAL MEDIA SITES

3.1 An employee may not characterize him or herself as representing the city, directly or indirectly, in any online posting unless pursuant to a written policy of the city or the direction of a supervisor.

3.2 The use of a city email address, job title, official City name, seal or logo shall be deemed an attempt to represent the city in an official capacity. Other communications leading an average viewer to conclude that a posting was made in an official capacity shall also be deemed an attempt to represent the city in an official capacity.

3.3 Any postings on a non-city social media site made in an official capacity shall be subject to the Tennessee Open records Act and the Tennessee Open Meetings Act.

3.4 An employee or official posting on a social media site shall take reasonable care not to disclose any confidential information in any posting.

3.5 When posting in a non-official capacity an employee or official shall take reasonable care not to identify themselves as an official or employee of the city. When the identity of an employee or official posting on a non-city social media site is apparent, the employee or official shall clearly state that he or she is posting in a private capacity.

This resolution will take effect immediately upon its passage, the public welfare requiring it.

Approved this 9th day of November 2011.



Gary Norwood, Mayor



Phyllis Schaeffer, City recorder