City of Winder Personnel Policy Manual
Title: Social Media and Marketing
Date Issued: 2/2019
Policy: 014

Mayor 3/1/19

City Administrator

14.10 Purpose

A. The purpose and intent of this policy is to establish guidelines for employees who engage in social media or marketing activities. This policy is not intended to prohibit any employee's personal expression, provided the employee makes it clear that any such expression is not being espoused on behalf of the City of Winder (the "City"); however, when an employee's social media activity can undermine public or employer trust and confidence, a certain amount of regulation is necessary and appropriate.

B. For purposes of this policy, "social media" shall mean websites and all forms of on-line community activities such as on-line social networks, professional networking websites, message boards, video/photo sharing, blogs, chat rooms and on-line forums.

C. For purposes of this policy, "Marketing" refers to the promotion of the City (or a City Department) associated with advertising events, activities or services, and delivering information to a target audiences using City branding, logos, slogans, packaging design, promotional items, social media, print media, or other general exposure. Marketing is considered everything the City does to provide information, gain customers and maintain relationships with them.

14.11 Media Relations Officer

A. The City Administrator shall designate a Media Relations Officer who shall be responsible for overseeing the enforcement and implementation of this policy.

B. The Media Relations Officer is responsible for establishing and maintaining content posted on social media sites of the City, and the Media Relations Officer shall have the discretion to remove information and links from any such site that he or she finds to be inappropriate or harmful.

C. The Media Relations Office will be responsible for overseeing the City's social media and marketing to include:

1. Authorizing social media formats.

2. Maintaining consistency with logos and branding for the City.

3. Maintaining a list of social media domains, account logins and passwords, and changing passwords if an employee is no longer designated to update content on a social media site(s).

4. Monitoring site activity and ensuring content is consistent with the goals and social media policies of the City.

5. Approving items that are intended to market or promote the City. Prior to City funds being spent on marketing items or advertisements, the Media Relations Officer shall be provided the ability to review the content and marketing items.

   Approval of marketing content/items is not intended for golf related merchandise sold via the Chimneys Golf Course when using official logos or approved branding.

   All merchandise intended to be distributed to the public shall be inspected to ensure that the items do not pose any undue harm or place the intended audience at risk.

14.12 **Official City Social Media and Marketing Sites**

A. The City's official social media sites, and sites that market the City, are property of the City, and all such accounts shall be registered through the Media Relations Officer.

B. The City's website, www.cityofwinder.com, will remain the official location for content regarding city business, services and events. Whenever possible, links within social media formats should direct users back to the City's website for more information, forms, documents or on-line services necessary to conduct business with the City.

C. Only designated department employees approved by the Media Relations Officer will have authority to publish content on official social media sites/pages of the City.

D. Account password information shall only be used by authorized staff that has been designated by the Media Relations Officer.

   1. Sharing passwords is a violation of policy unless directed in an emergency situation in order to post time sensitive information or as intended by design of the social media site.

   2. All compromised passwords shall be reported to the Media Relations Officers and reset as soon as possible.

E. Social media formats must meet one or more of the following purposes:

1. Provide residents/businesses/visitors of the City with information about City events, activities, meetings, services, or notifications.

2. Provide factual information to correct misinformation or rumors.

14.13 **Monitoring and Enforcement**

A. Communication through social media is a public record. Both the posts by City employees and any feedback by others will be part of the public records of the City and will be subject to the Georgia's Open Records Act. Designated department employees posting content on these sites will be responsible for maintaining copies of content posted to comply with the City's Records Management Program.

B. The Media Relations Officer or designee is authorized to delete any comment or posting that:

1. in the opinion of the Media Relations Officer, is disrespectful, inappropriate, malicious, or offensive;

2. contains profane language;

3. contains sexual content;

4. in the opinion of the Media Relations Officer, incites hate, promotes/fosters or perpetuates discrimination based on race, creed, color, age, religion, gender, marital status, disability, national origin or sexual orientation;

5. includes false statements;

6. contains solicitations of commerce/companies or products;

7. encourages illegal activity;

8. contains information that may tend to compromise the safety or security of the public;

9. in the opinion of the Media Relations Officer, contains defamatory or personal attacks;

10. is repetitive or contains content or comments that are off topic.

C. Users who violate these guidelines may be blocked from posting commentary to the City's social media sites/pages or participating in City sponsored activities.

14.14 Use of Social Media at Work

A. The City may monitor employee use of social media sites accessed during work hours or when using City equipment. Users should have no expectation of privacy when using City resources.

B. Social media access and use involving City equipment and resources are subject to the City's Management Information Systems Policies and Procedures.

C. Posting to social media from private devices or City devices/computers while on-duty is a violation of policy unless authorized by the City. Employees acting in an official capacity and tasked with maintaining a department's social media site should utilize City equipment or request authorization to use a non-City device/computer.

D. All City-related communication through social media outlets should remain professional in nature. Incomplete, inaccurate, inappropriate, threatening, demeaning, harassing or poorly worded postings may be harmful to the City, violate City policies, or harm the City's reputation.

E. Messages on social media sites relating to City activities and/or any messages that might act as the "voice" of the City, state an opinion, or attempt to reflect the views of the City must be approved by the Mayor, City Administrator, or Media Relations Officer.

F. All information published on official City social media sites must comply with Federal privacy standards and other applicable laws.

G. Departments shall monitor their social media sites for comments requesting responses from the City and for comments in violation of this policy. In order to facilitate such, each Department shall designate a social media liaison and the social media liaison shall be responsible for responding to public commentary, inquiries, or complaints. Any non-standard response issued by a social media liaison must be approved by the Department Head or the Media Relations Officer.

H. Employees when posting shall only use official City branding and approved logos.

14.15 Limitations and Restrictions on Social Media Activity

A. Whether on duty or off, employees who post commentary or images on social media sites must do so in accordance with the policies enacted by the City with respect to its employees. Statements made outside the values of the City could undermine relationships with coworkers and the public.

B. If an employee identifies one's self as a City employee, is in a public safety position, or is in a management position, the employee shall ensure that his or her profile and related content is consistent with the policies enacted by the

City with respect to its employees. As a result, such employees are prohibited from posting commentary or images that:

1. Encourage or promotes illegal activity.

2. Disclose any confidential information obtained as a result of the employee's position.

3. Promote, foster or perpetuate discrimination based on race, creed, color, age, religion, gender, marital status, national origin, physical or mental disability or sexual orientation.

4. Take a stance against an official position of the City or that harasses, demeans, defames or personally attacks the City or any employee of the City.

5. Compromises the safety or security of the public.

6. Refers to or portrays individuals in a City uniform or wearing the City Logo consuming alcohol, engaging in lascivious behavior, or unethical conduct.

14.16 Duty to Report

All employees have an ongoing duty to report any violations of this policy by any other employee to the Media Relations Officer, City Administrator, or Mayor. The City considers this duty to report to be a critical component of its efforts to enforce this policy, and thereby ensure the safety, well-being, morale, and efficiency of its employees, preserve its reputation and goodwill in the community, and avoid or minimize unnecessary disruptions to or interference with its operations and service to the public.

14.17 Dispute Resolution

A. The City recognizes that in any work environment some disagreements will occur and has established a procedure to assist with a process resulting from subjective reviews of social media or marketing content.

B. Once the Media Relations Officer makes a determination to remove/disallow content, not remove content, or not approve a marketing activity that the employee feels may not be consistent or considered a questionable response, the employee may request a review of the decision.

1. The employee (directly affected by the decision) will be required to submit in writing to the City Administrator the item in dispute and the reason why they disagree with decision of the Media Relations Officer. The decision of the Media Relations Officer shall remain enforced, unless reversed via the dispute resolution process.

2. The City Administrator once the written dispute is received, will have five (5) business days to consult with the dispute resolution review panel to

make a decision. In the event that the City Attorney is consulted, the dispute resolution process may be suspended and all parties will be notified on how the City intends to proceed.

3. The dispute resolution panel shall consist of three (3) supervisors (selected by the City Administrator) from different departments other than the department bringing forth the dispute.

4. The decision of the dispute resolution panel shall be final.

The dispute resolution process is only used for employee disputes directly relating to a City controlled social media site and/or City marketing activities.

There is no dispute resolution available for non-City of Winder employees' content that has been removed from the City's social media sites via this policy.

14.18 Posted Disclaimer

Each official City of Winder social media site/page must include a Disclaimer that contains the following information:

Comments posted on this site by the public will be monitored and any postings or comments that are disrespectful, use of profane language, sexual content, incites hate, includes false statements, solicitations of commerce/companies or products, encouragement of illegal activity, information that may tend to compromise the safety or security of the public, defamatory or personal attacks, repetitive content, or comments that are off topic will be deleted without notice.

The City is not responsible for the content of linked sites/pages that are not under the control of, nor maintained by the City of Winder. In addition, the inclusion of a linked site/page does not constitute an endorsement or promotion by the City of Winder. The City of Winder reserves the rights to delete any links or posts containing links that are determined to be in violation of City policy.

The City of Winder reserves the right to deny/block access to City of Winder social media sites for any individual who violates the City of Winder's Social Media Policy, at any time and without prior notice.

By posting or commenting on the City of Winder social media platforms you agree to our terms of use.

Changes to the posted disclaimer or other aspects of this policy may be modified as directed by the City Attorney or other legal advisors obtained by the City.