

RESOLUTION NO. R-17-09

A RESOLUTION ADOPTING A SOCIAL MEDIA POLICY FOR THE CITY OF GLADSTONE, MISSOURI.

WHEREAS, an analysis was completed in November 2016 regarding the City of Gladstone's Social Media content and practices; and

WHEREAS, it was determined the City of Gladstone should create a policy to govern how official Social Media accounts are created and managed; and

WHEREAS, depending on content, some, none, or all of the Social Media content may be construed as public records under Chapter 109 or 610 RSMo., and the City is required to maintain that public record for its required retention period. For this reason it is important to monitor Social Media activity and capture all content that may be considered a public record under Missouri Sunshine Law; and

WHEREAS, the Social Media Task Force has prepared the attached Social Media policy.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF GLADSTONE, MISSOURI, AS FOLLOWS:


THAT, the attached Social Media Policy is hereby adopted, and shall be used as the guideline for Social Media use for the City of Gladstone, Missouri.

INTRODUCED, READ, PASSED AND ADOPTED BY THE COUNCIL OF THE CITY OF GLADSTONE, MISSOURI, THIS 27th DAY OF FEBRUARY, 2017.



Jean B. Moore, Mayor

Attest:



Ruth Bocchino, City Clerk



*Department of General Administration
Memorandum*

DATE: February 7, 2017
TO: SCOTT WINGERSON, CITY MANAGER
FROM: RENEE HILL- NORTHLAND CAPS INTERN- ECONOMIC DEVELOPMENT
RE: CITY OF GLADSTONE SOCIAL MEDIA POLICY

In fall of 2016, Northland CAPS students analyzed Gladstone's social media pages and practices, as well as working on the social media policy and guidelines. At the November 28, 2016, Study Session, Northland CAPS students provided an overview of Gladstone's upcoming social media resolution, and the importance of social media archiving.

The guidelines apply to employees posting on and operating the City's social media accounts. The policy gives detailed procedure and determines which content is acceptable to be posted on the social media sites. There is also a moderator's guide to be used when content, posted by followers, is called into question. This set of guidelines details records retention as well. That provision specifies that the City has power to retain all activity on the social media accounts, which is currently being done by Archive Social.

Please review the attached Social Media Policy.

If you have any questions, please contact me or Melinda Mehaffy. Thank you.

PURPOSE

The City of Gladstone endorses the secure use of social media to enhance communication, collaboration, and information exchange; streamline processes; and foster productivity. This policy is intended to guide Site administrators and moderators who will use official social media sites to engage with citizens and the public.

POLICY

The City of Gladstone shall provide guidelines for all external communications from the City using various social networking mediums, including management, administration, and oversight of those mediums. This policy is not meant to address one particular form of social media, rather social media in general, as advances in technology will occur and new tools will emerge.

DEFINITIONS

- D1 **Blog** – A self-published diary or commentary on a particular topic that may allow visitors to post responses, reactions, or comments. The term is short for “Web log.”
- D2 **Copyright** – The exclusive legal right, given to an originator or an assignee to print, publish, perform, film, or record literary, artistic, or musical material, and to authorize others to do the same.
- D3 **Moderator** – The person, designated by either the respective Department Director or Site Administrator, who monitors an official social media site according to this Social Media Policy on behalf of the City of Gladstone.
- D4 **Official social media site** – A social media site authorized and managed by the City of Gladstone to represent the City.
- D5 **Official use of social media** – Any comment or posting that represents the position of the City of Gladstone, made by site administrators or moderators .
- D6 **Page** – The specific portion of a social media website where content is displayed and managed by an individual or individuals with administrator rights.
- D7 **Post** – Content an individual shares on a social media site or the act of publishing content on a site.
- D8 **Site Administrator** – The person designated by the respective Department Director who is authorized under this Social Media Policy to post information to an official social media site, remove information posted on or to an official social media site that violates the terms of this Social Media Policy, and generally manages the technical operation of an official social media site.”

- D9** **Social Media** – Internet-based resources, such as text, images, audio, and video, that integrate user-generated content and user participation. This includes, but is not limited to, social networking sites, microblogging sites, photo- and video-sharing sites, wikis, audio sharing, chatrooms, blogs, and news sites.
- D10** **Social Networks** – Online platforms where users can create profiles, share information, and socialize with others using a range of technologies. The type of network and its design vary from site to site.
- D11** **Speech** – Expression or communication of thoughts or opinions in spoken words, in writing, by expressive conduct, symbolism, photographs, videotape, or related forms of communication.
- D12** **Trademark** – A symbol, word, or words legally registered or established by use as representing a company or product.

PROCEDURE

1. APPLICABILITY

- 1.1. This policy applies to:
- 1.1.1. The official and overt use of social media sites by site administrators and moderators to engage with the public or communicate internally to achieve work related goals.
 - 1.1.2. All official social media sites created to engage with the public.
 - 1.1.3. The policy applies to any online post by site administrators and moderators that:
 - a. Is posted to an official City of Gladstone social media site; or
 - b. Identifies the City, links to information about the City or identifies the site administrator's or moderator's position with the City.
- 1.2. The policy also applies to any subsequent posts by site administrators and moderators on the same forum (e.g., the same Facebook page, blog, etc.).
- 1.3. In addition to being subject to the policy outlined below, all such online activity is subject to the same rules and guidelines that apply to an employee's activities in general, including but not limited to the City of Gladstone Employee Handbook and the City of Gladstone Computer Procedure and Ethics Policy. Site administrators and moderators that fail to conduct themselves in an appropriate manner shall be subject to formal corrective action as outlined in the Employee Handbook.
- 1.4. The policy does not apply to the use or creation of social media sites for other police or law enforcement purposes (for example, undercover, investigative or intelligence purposes).

- 1.5. The absence of, or lack of, explicit reference to a specific site does not limit the extent of the application of this policy.

2. AUTHORIZATION TO POST ON OFFICIAL SOCIAL MEDIA SITES

- 2.1. Proposals for significant new social media projects or platforms must be approved by the City Manager.
- 2.2. Site administrators and moderators authorized to represent the City on official social media sites shall be appointed by their respective Department Directors. Only those officially designated to represent the City of Gladstone have the authorization to speak on behalf of their respective department.
- 2.3. Authorization to post information may be limited or revoked at any time.
- 2.4. Site administrators and moderators that officially represent the City on a social media site must comply with all applicable laws and requirements regarding the public release of information.
- 2.5. Site administrators and moderators that post to official social media sites will create a Username or Account name that is unique and separate from any Username or Account that the employee uses for personal, non-work related activity on the same social media site.
- 2.6. If a social media site requires the use of an email address, Site administrators and moderators shall use the email address assigned to them through the City of Gladstone IT Department (name@gladstone.mo.us).

3. OFFICIAL SOCIAL MEDIA ACCOUNTS

- 3.1. Official social media site names must clearly be connected to the City, one of its Departments, or an activity it sponsors .
- 3.2. Each Department Director will appoint a site administrator(s) and/or moderator for each official social media site associated with their department.
 - 3.2.1. Site administrators may appoint site moderators for each official social media site; site administrators may or may not be moderators.
 - 3.2.2. The City Manager, or his/her designee, shall have administration rights to all official social media sites.
- 3.3. The site administrator shall have primary responsibility for the maintenance and moderation of the social media platform.

4. ADMINISTRATIVE SETTINGS

- 4.1. Some social media sites contain administrative functions, which can assist moderation and hide from public view, limit or highlight defamatory, discriminatory, or offensive comments. Other filters can enable the creation of key word lists to auto-hide, flag or highlight words or phrases.
- 4.2. In setting automatic restrictions, the administrator must ensure that the restrictions do not unnecessarily limit the ability of the social media site to fulfil its objectives.
- 4.3. Where possible, official social media page(s) should link to the City's official website.
- 4.4. Where possible, social media pages shall clearly indicate they are maintained by the City of Gladstone.
- 4.5. Social media pages should include the Social Media & Web User Agreement Policy (Appendix B), where possible, or a link to the agreement on the City's website.

5. USE AND MODERATION OF OFFICIAL SOCIAL MEDIA SITES

5.1. Moderators

- 5.1.1. Each Department Director is responsible for ensuring the content of official social media sites are regularly reviewed, updated and moderated to ensure the currency, accuracy and appropriateness of content and contact details.
- 5.1.2. Moderators must ensure that postings are regularly reviewed.

5.2. Potentially Discriminatory, Defamatory or Offensive Public Comments

- 5.2.1. Inappropriate postings that may include discriminatory remarks, harassment and threats of violence or similar inappropriate or unlawful conduct will not be tolerated.
- 5.2.2. Comments that are potentially defamatory, discriminatory or offensive, and identified by the moderator or by a requesting party as such, shall be evaluated as soon as reasonably possible and, if necessary, shall be removed.

5.3. Removal of Posts

- 5.3.1. Moderators shall remove any postings that do not comply with the requirements set out in the Social Media & Web User Agreement Policy (Appendix B), following the guidelines in Appendix A: Moderator's Guide.

6. CONTENT MANAGEMENT

6.1. Content in General

- 6.1.1. The best, most appropriate uses of social media tools fall generally into two categories:
- a. As channels for disseminating time-sensitive information as quickly as possible (example: emergency information).
 - b. As marketing/promotional channels which increase the City's ability to broadcast its messages to the widest possible audience.
- 6.1.2. Wherever possible, content posted to official social media sites should contain links directing users back to the City's official websites for in-depth information, forms, documents or online services necessary to conduct business with the City of Gladstone.
- 6.1.3. Official social media sites should contain identifiable content relating to City functions, expertise or subject matter.
- 6.1.4. Posts must be consistent with the interests of the City. If in doubt, check with the relevant supervisor.
- 6.1.5. Moderators should encourage people to share appeals and urgent posts, such as for an Amber Alert or Silver Alert.
- 6.1.6. City management has the authority to monitor authorized employee use of the Internet to ensure appropriate use.

6.2. Postings

- 6.2.1. Site administrators and moderators that post to official social media sites shall:

;

- a. Post as the site administrator or moderator, or with a username that identifies them as an employee of the City.
- b. Conduct themselves at all times as representatives of the City and adhere to all guidelines;
- c. Communicate accurate and timely information to the public in a professional manner;
- d. Present information that is respectful, professional and truthful, to the best of their knowledge;
- e. Issue corrections, when needed;
- f. Not alter previous posts without indicating that you have done so;
- g. Avoid ongoing conversations that do not progress toward greater understanding;

- h. When responding to a negative post, state facts and provide supporting information; and
- i. Be supportive of the decisions, policies, or practices of the Government, City, Departments, or other public agencies.

6.3. Copyrights

- 6.3.1. When posting, ensure that any material published on official social media sites, which is not the property of the City, does not infringe any third party intellectual property rights, including copyright in relation to text, music, images or videos, and trademarks.
- 6.3.2. Site administrators and moderators will abide by all copyright, trademark, and service mark restrictions in posting materials to official social media sites.

6.4. External Links

- 6.4.1. Site administrators and moderators may link to information from an external site if the information does not conflict with City provided information or City approved functions. Links to non-government websites also need to avoid any implication of City endorsement or sponsorship.

7. SPECIFIC RESTRICTIONS WHEN USING SOCIAL MEDIA

- 7.1. Site administrators and moderators using official social media shall not transmit information or knowingly connect to sites for an unlawful or prohibited purpose, including, but not limited to:
 - 7.1.1. Written or graphic material that denigrates or shows hostility or aversion toward an individual or group because of race, color, religious creed, sex, age, national origin, disability, military status, or any other characteristic or basis protected by federal, state, or local laws;
 - 7.1.2. Epithets, slurs, negative stereotyping, or threatening, intimidating or hostile act that relates to race, color, religious creed, sex, age, national origin, disability, military status, or any other characteristic protected by law;
 - 7.1.3. Display, circulation or communication of any sexually suggestive, explicit, graphic or offensive objects, pictures or materials of any kind or sites containing sexual content or the transmission of obscene materials;
 - 7.1.4. Transmission of sexually explicit, graphic, abusive, degrading, intimidating or offensive jokes, comments, remarks or gestures or other similar types of unwelcome sexually-related materials;

- 7.1.5. Expression of any support for a specific candidate for public office, political or religious beliefs;
- 7.1.6. Speech involving themselves or other City site administrators and moderators reflecting behavior that would reasonably be considered reckless or irresponsible; and
- 7.1.7. Conduct of a personal, outside business, or other financial benefit or gain.

8. COMPLAINTS

8.1. Issues – Possible Complaints

- 8.1.1. If a concern cannot be quickly resolved by the provision of information, administrators and moderators should contact the author and advise them of the option to make a formal complaint.

9. SOCIAL MEDIA & WEB USER AGREEMENT POLICY

- 9.1. The Social Media & Web User Agreement Policy (Appendix B) sets rules that must be followed by members of the public when they contribute to official social media sites.

10. RECORDS RETENTION AND PUBLIC INFORMATION

10.1. Records Retention

- 10.1.1. Pursuant to Chapter 109 of the Revised Statutes of Missouri, records retention schedules for local government records have been established, depending on the type of record. The City shall preserve social media records for the required retention period in a format that preserves the integrity of the original records. The City may use a third-party vendor or may develop their own method that complies with statutory retention requirements.

10.2. Open Records

- 10.2.1. City of Gladstone social media sites shall comply with the provisions of Chapter 610 of the Revised Statutes of Missouri, as amended, the Missouri Public Records (Sunshine) Law.

APPENDIX A: MODERATOR'S GUIDE

Issue	Recommended Action
Text of Posts	
Spelling errors and typos Grammatical or typographical errors as well as spelling mistakes.	Leave as is. Delete if errors make the text unreadable.
Incorrect business or place names Incorrect spelling of the name of a location or person.	Leave as is. Delete if errors make the text unreadable.
Nonsense Material that cannot be understood or is deemed unrelated to the original post.	Delete.
Obscene language Swearing within the text or a video either through the use of audio or video overlay.	Many sites and services offer a customizable list of terms that are not permitted. Delete what cannot be blocked.
Obscene posts or username Material which is offensive, indecent or pornographic, including any material of a sexual nature.	Delete. For serious cases, ban user account and report to channel e.g. Facebook, and consult the Department of Public Safety to determine if the post is illegal.
Foreign language Comments posted in foreign languages.	Translate to assess content, if practical Delete.
Partial breaches of the guide One element of a comment breaches the moderators guide, but the rest is okay e.g. text is okay but not video.	Assess context. For all other breaches, delete comment with email, including a copy of the original comment.
Misleading comments Posts which either knowingly or unknowingly provide misleading information.	Allow. Use editor's comment to correct unless the post breaches another major rule. For serious cases, delete and ban user account.
Risk to safety Material that describes or encourages activities that could endanger the safety or well-being of others.	Delete post and ban the user account. Provide copy to appropriate Department Director as relevant. This should be a zero-tolerance offense.

Confidentiality	
Confidential information Secret or confidential information including personal information or addresses.	Delete confidential information. Members of the public may from time to time post confidential information about a Person of Interest (POI) or details of a crime to a social media site. When this occurs capture the information, remove it from the site, forward it to the Department of Public Safety.
Government information Information owned or held by a government department that has not been officially released to the public.	Delete. For persistent cases, ban user account.

Links, Advertising and Spam	
Advertising Blatant or suspected stealth advertising— Posts with a self-interest in advertising a service or business.	Blatant but referring to an event - Publish. Blatant but no event – Delete. For persistent cases, ban user account. Suspected stealth advertising – seek the advice of a supervisor. If there is a strong enough reason to suspect it is stealth advertising, delete with a message such as: “This post appears to be advertising a service or business.” Ensure that a copy of the original comment is attached to the message.
Spam The abuse of the forum through unsolicited bulk messaging.	Delete. For persistent cases, ban user account. If you judge that the poster does not have a legitimate reason to be on the site (e.g. they are an overseas spammer), ban immediately.
Duplication More than one copy of the same post.	Delete.
Web links (URLs)	Delete. Determine if the link should be included on site.
Links Including links to material the moderator determines to be a violation of Appendix B.	Delete. For serious cases, ban user account and report to channel i.e. Facebook.

Potentially Harassing and Offensive Behaviors	
Aggressive or potentially harassing posts Unwanted conduct or degrading comments (including insults and 'jokes') affecting the dignity of another, including written attacks on another person on the basis of race, color, national origin, religion, age, disability or other similarly sensitive issues.	Delete. Ban user account.
Negative posts Posts which are critical and in context but not defamatory.	Allow.
Misleading Comments, Defamation and Slander	
Misleading comments Posts which either knowingly or unknowingly provide misleading information.	Allow. Use editor's comment to correct unless the post breaches another major rule. For serious cases, delete and ban user account.
Risk to safety Material that describes or encourages activities that could endanger the safety or well-being of others.	Delete post and ban the user account. Provide copy to appropriate Department Director as relevant. This should be a zero-tolerance offense.
Other Issues	
Content Conflicts with Policy Content conflicts or is otherwise incompatible with any City of Gladstone government policy.	Delete. For serious cases, ban user account.

APPENDIX B: Social Media & Web User Agreement Policy

The following User Agreement ("Agreement") governs the use of official City of Gladstone social media and web sites, and pages, to include social networking pages, web blogs and file sharing and web sites, along with all policies applicable to the City of Gladstone's web presence. The purpose of those sites, pages, web blogs and file sharing sites is to serve as a mechanism for constructive communication between the City of Gladstone and members of the public. And is considered a limited public forum. Always call 9-1-1 in an emergency.

Please read the rules contained in this Agreement carefully. Your use of any aspect of the web sites will constitute your agreement to comply with these rules. If you cannot agree with these rules, please do not use the web sites. The Agreement may be modified from time to time without notice. The most recent revision will appear on this page. Continued access of the Web site by you will constitute your acceptance of any changes or revisions to the Agreement.

Your failure to follow these rules, whether listed below or in bulletins posted at various points in the Web sites, may result in suspension or termination of your access to the Web sites, without notice.

Comments By Others

The City of Gladstone does not necessarily endorse, support, sanction, encourage, verify or agree with the comments, opinions, or statements posted on the social media and web sites. Any information or material placed online, including advice and opinions, are the views and responsibility of those making the comments and do not necessarily represent the views of City of Gladstone, or its third party service providers. By submitting a comment for posting, you agree that City of Gladstone and its third party service providers are not responsible, and shall have no liability to you, with respect to any information or materials posted by others, including defamatory, offensive or illicit material, even material that violates this Agreement.

Deleting, Blocking and Reporting

The City of Gladstone reserves the right, but undertakes no duty, to review, edit, remove or delete any material submitted as a comment to the social media or web sites, in its sole discretion, without notice. We hope to receive constructive submissions from all viewpoints. By using any City of Gladstone social media or web sites and pages, to include social networking pages, web blogs and file sharing and web sites, all participants agree with, and accept, the following terms:

- Only questions or comments directly related and relevant to the City of Gladstone shall be posted.
- Submissions containing the following are prohibited and may be removed or hidden, and the submitting source may be blocked and reported, all without notice:

- Obscene or threatening language, or language that promotes, fosters, or perpetuates discrimination based on race, color, religious creed, sex, age, national origin, disability, military status, or any other characteristic protected by law.
- Written or graphic material that denigrates or shows hostility or aversion toward an individual or group because of race, color, religious creed, sex, age, national origin, disability, military status, or any other characteristic or basis protected by federal, state, or local laws
- Sexual content or links to sexual content
- Personal attacks or other abusive, degrading, or mean-spirited language directed toward an individual(s)
- Conduct in, or encouragement of, illegal activity
- Comments not topically related to the particular social media or any other article being commented upon
- Comments in support of, or opposition to, political campaigns or ballot measures
- Solicitations of commerce
- Promotion of services or products (not including non-commercial links that are relevant to the topic)
- Personal or sensitive information (phone numbers, email or postal addresses)
- Information that may tend to compromise the safety or security of the public or public systems
- Content that violates a legal ownership interest of any other party, such as copyrighted, trademarked or service marked material
- Confidential or proprietary information

NOTE: Submissions that violate any article of the User Agreement may be removed, and the submitting source may be blocked and/or reported, all without notice.

External Links (including Advertising Links)

The appearance of external hyperlinks does not constitute endorsement by the City of Gladstone of the linked web sites, or the information, products or services contained therein. The City of Gladstone does not exercise any editorial control over the information you may find at these locations. All links are provided consistent with the stated purpose of these City of Gladstone Web sites as set forth in this agreement. Please notify us about existing external links which you believe are inappropriate and about specific additional external links which you believe ought to be included.

Disclaimer

Reference herein to any specific commercial products, process, or service by trade name, trademark, manufacturer, or otherwise, does not necessarily constitute or imply its endorsement, recommendation, or favoring by the City of Gladstone. The views and opinions of authors expressed herein do not necessarily state or reflect those of the City of Gladstone, and

shall not be used for advertising or product endorsement purposes. With respect to documents available from this server, neither the City of Gladstone nor any of its site administrators and moderators, makes any warranty, express or implied, including the warranties of merchantability and fitness for a particular purpose, or assumes any legal liability or responsibility for the accuracy, completeness, or usefulness of any information, apparatus, product, or process disclosed, or represents that its use would not infringe privately owned rights.

Any information provided as comments may be publicly available on the respective site and the privacy policies of that respective site apply. The City of Gladstone disclaims any liability for any loss or damage resulting from any comments posted on its social media sites and pages to include social networking pages, web blogs and file sharing and web sites, and any other web presence.

Unless stated otherwise, these sites and resources may not be used for the submission of any claim, demand, informal or formal complaint, or any other form of legal and/or administrative notice or process, or for the exhaustion of any legal and/or administrative remedy.

Any specific questions or concerns regarding the City of Gladstone and/or its members, that involves details that the user does not wish to share publicly, should be brought to the City's attention by either calling the non-emergency phone number, at (816) 436-2200; by US Mail, 7010 N. Holmes, Gladstone, MO 64118; or in person at Gladstone City Hall.