

**CITY OF MANITOWOC  
SOCIAL MEDIA POLICY**

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<b>Special Instructions:</b>		
<b>Distribution: City of Manitowoc Employees</b>		

**I. PURPOSE**

The City of Manitowoc has an overriding interest and expectation in deciding what is “announced” or “spoken” on behalf of the City of Manitowoc through the use of social media. This policy establishes guidelines for the establishment and use of social media by the City of Manitowoc for conveying information about the City of Manitowoc and its events and activities. This policy also establishes guidance for employees acting in a personal capacity when using social media.

The City of Manitowoc’s intent is to create a limited forum devoted exclusively to the City of Manitowoc’s postings to the public. Nothing in this policy shall prohibit or infringe upon any communication, speech, or expression that is protected or privileged under law, including speech and expression protected under state or federal constitutions as well as labor laws or other applicable laws.

**II. DEFINITIONS**

“Posting” or “posts” refer to information, articles, pictures, videos, or any other form of communication put on a City social media site.

“Social media profile” refers to any social media account created and/or maintained by designated City employees and used for the purpose of posting City-related social media content.

“Employee” or “City employee” shall be considered to include any contractor, vendor, or agent working for or representing the City but not in City employ.

**III. CITY WEBSITE**

The City of Manitowoc website is the City of Manitowoc’s primary and predominant internet presence. All of the City of Manitowoc’s website content and social media sites that are posed by departments and offices will be subject to approval by the City Attorney’s Office and the Mayor’s Office. Social media use should complement rather than replace the City of Manitowoc’s primary website. Only employees authorized by the City Attorney’s Office and the Mayor’s Office are authorized to post content on the City of Manitowoc’s website.

**IV. SOCIAL MEDIA PROVIDER TERMS OF SERVICE**

The terms and conditions of the social media provider represent a binding contract. No employee may execute such terms of service or enter into an agreement on behalf of the City of Manitowoc without authorization from the City Attorney’s Office. The City will not consent to use of social media such as Snapchat where content is automatically deleted and cannot be archived.

## **V. OWNERSHIP OF SOCIAL MEDIA ACCOUNTS, DATA, and INFORMATION**

Any social media accounts and profiles created or used on behalf of the City of Manitowoc belong solely to the City of Manitowoc. The City of Manitowoc owns all City social media accounts regardless of the employee who opens the account or uses, manages, or accesses content related to the profile or account, including all followers, subscribers, and contacts. City social media accounts do not include any social media accounts or profiles that are created or used by an employee exclusively for an employee's own personal use.

Individuals shall not create, develop, or maintain any City social media accounts without the City of Manitowoc's express prior authorization, which will come from the Mayor and City Attorney. All approved City of Manitowoc social media accounts shall, wherever possible be registered using the City of Manitowoc's name and contact information. After registration, the login and password information for each City of Manitowoc social media account shall promptly be reported to the Mayor's Office and password changes must be recorded within 24 hours with the Mayor's Office.

Upon the City of Manitowoc's request at any time during the course of employment or immediately upon and after your separation of employment from the City of Manitowoc for any reason, you agree to cease accessing, using, updating, and modifying the City social media accounts. The Mayor's Office shall change passwords within 48 hours following termination.

Prior to your separation of employment, you agree to provide to the City of Manitowoc login information, including usernames and passwords, for each City social media account that you created, used, or managed. You also agree to assist the City of Manitowoc, both prior to and after your employment, with the transition of each City social media account created or used by you during the course of your employment, including providing all information that may be necessary to ensure that the City of Manitowoc is able to access and control the City social media accounts.

If you have any questions about creating or managing a social media account on behalf of the City of Manitowoc after reviewing the Social Media Policy, contact the Mayor's Office.

## **VI. GENERAL PRACTICES**

City social media sites shall contain the following information in a prominent place on the site:

- Clearly state that such sites are maintained by the City
- City division/department clearly defined
- The comment policy for the site will be listed
- Stated purpose of the page/site
- Notification that violations of comment policy will result in comments being hidden
- Official contact for the page

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.

## **VII. SOCIAL MEDIA POSTING**

As a public entity, the City of Manitowoc must abide by certain standards to serve all constituents in a civil and unbiased manner. Only employees authorized by Mayor's Office and City Attorney are authorized to post content on an authorized City of Manitowoc social media profile on behalf of the City of Manitowoc. The Mayor's Office will maintain a list of social media profiles, including login and password information, approved for use by departments and employees for communicating the City of Manitowoc's business. Any social media profile used by the City of Manitowoc must be capable of editing, removing, or archiving content from social media websites. The authorized employee will inform the Mayor's Office of any administrative changes to existing social media profiles.

For each social media profile approved for use by the City of Manitowoc, the following documentation will be developed and adopted:

- A list of authorized employees who may manage the social media profile
- Operational and use guidelines
- Standards and processes for managing accounts on social media sites
- Branding and design standards

Authorized employees representing the City of Manitowoc on social media must conduct themselves at all times as professional and dignified representatives of the City of Manitowoc and in accordance with all policies, directives, and professional expectations.

Employees posting content on behalf of the City of Manitowoc must follow these guiding principles:

- Communications must be consistent with the goals, branding, mission, vision, and values of the City of Manitowoc.
- Communications must be factual and accurate and not reflect opinions or biases.
- Communicate meaningful, respectful entries that are on topic while also recognizing that postings are widely accessible and not easily retractable.
- Communications should be written in plain business English with proper grammar and vocabulary and should avoid acronyms and jargon.
- Communications must comply with policy, directives, professional expectations, and respect for privacy, confidentiality, and applicable legal guidelines for external communication.
- Ensure that legal right exists to publish all materials, including photos and articles, and comply with all trademark, copyright, fair use, disclosure of processes and methodologies, confidentiality, and financial disclosure laws.
- If identifying yourself, then maintain transparency by using your real name and job title, and by being clear about your role regarding the subject. Write and post only about your area of expertise. Remember that your postings are your responsibility.
- Communications must never be for political purposes or in support of or opposition to political campaigns or ballot measures
- Communications must never be for personal motivation or sharing of personal opinion or commentary.
- Communications must not promote, foster, or perpetuate discrimination, harassment, or retaliation on the basis of race, creed, color, age, religion, gender, marital status, national origin, disability, or sexual orientation, or other protected status.

- Communications must not compromise the safety or security of the public, public systems, or public services.
- Respond promptly to questions or replies.
- Replace stale, outdated, and/or incorrect information.
- Remove inappropriate content (as defined below).

If you host a social media page/website, all content on the page is a public record. You must work with the City Attorney's Office to develop a method to record this public record information in a way that allows you to respond legally to public record requests.

Authorized non-exempt employees posting on behalf of the City of Manitowoc may not post content to the City of Manitowoc's social media profiles or engage in social networking activities related to publishing the City of Manitowoc's business during personal time. All social media activity must be made as part of the Employee's regularly scheduled work activity and is compensable.

An important part of social media use is restraint. While the City of Manitowoc desires to inform the community of the City of Manitowoc's business, the City of Manitowoc is not entering into a debate or discourse with those reading the social media profile. Employees should refrain from debate on social media while using a City page, but may answer questions or interact with commenters.

### **VIII. REPORTING/REMOVAL OF SOCIAL MEDIA ACTIVITY**

The general position of the City of Manitowoc is to use social media as a limited forum, where authorized employees may, with the approval of the Mayor's Office and City Attorney, regulate comments or posts made by other persons on the City of Manitowoc's social media profile in compliance with this policy. The City of Manitowoc requires that authorized employees immediately notify the City Attorney's Office and Mayor's Office if there is any posted material that may violate this policy, violates the terms of use of the social media provider, is illegal, or that potentially infringes the copyrights or other rights of any persons. The Attorney's Office will investigate and address the potential violation. If the comment or post violates the terms of use established by the social media provider, then the authorized employee may notify the social media provider and report the post or comment. If a comment or post demonstrates or incites unlawful behavior, then the authorized employee should immediately consult with the City Attorney who may notify law enforcement authorities. If the comment or post contains any of the following content, the comment may be subject to removal or restriction by the City of Manitowoc:

- Obscene or profane content;
- Promotes, fosters, or perpetuates discrimination on the basis of gender, race, creed, color, national origin or ancestry, age, disability, lawful source of income, marital status, sexual orientation, gender identity, past or present membership in military service, or familial status;
- Unlawfully defames or attacks an individual or group;
- Promotes or endorses a specific financial or commercial entity
- Defrauds or defames any financial, commercial, or non-governmental agency;
- Threatens or incites violence;

- Solicitation of commerce, including but not limited to, advertising of any non-City of Manitowoc related event, or business or product for sale;
- Content that violates any law or fosters illegal activity;
- Infringes on the intellectual property rights of others;
- Malicious or harmful software or malware.

The City of Manitowoc should not deny access to the City of Manitowoc’s social media profile for any individual who violates the City of Manitowoc’s social media policy. The social media provider may, relying on their terms and conditions and their discretion, block a user or remove content in violation of the terms and conditions, and nothing herein restrains the social media provider from such actions.

**IX. RECORD RETENTION**

The City of Manitowoc must retain all social media content published by the City of Manitowoc for the purposes of public records retention as may be required by applicable law. Records required to be maintained pursuant to a relevant records retention schedule for the required retention period in a format that preserves the integrity of the record and is accessible. Any content removed by the City of Manitowoc based on these guidelines must be retained in accordance with the applicable retention schedule including the time, date, identity of the poster, identity of the staff who removed it, and the reason for removal, when available.

**X. OPEN MEETINGS LAW COMPLIANCE**

All conduct by officials serving on a governmental body must comply with Wisconsin’s Open Meetings Law. Officials should refrain from discussing business or action of the governmental body with one another while using social media. Authorized employees publishing on the City of Manitowoc’s social media profile should not engage officials serving on a governmental body when engaging in the City of Manitowoc’s social media activity.

**XI. EMPLOYEE PERSONAL CONDUCT**

Employees using personal social media pages should make sure their conduct comports with the City Employee Policy Manual and any applicable union contracts. Employees should be clear as to when they are speaking as a private citizen and when they are speaking as a representative of the City. This is especially important if you choose to list your employer on your profile.

**XII. COMPLIANCE WITH POLICY**

The City of Manitowoc reserves the right to monitor and analyze social media use to ensure compliance with policy, directives, and expectations, to evaluate use, and to recommend and implement changes to use of social media, among other legitimate government interests. Failure to comply with this policy by any employee may result in disciplinary action up to and including termination of employment. Failure to comply with this policy by any officeholder may result in pursuit of any lawful action against any official in violation of policy.

## **Social Networking Policy Employee Acknowledgement Page**

I understand that I must have approval from the City Attorney's Office and the Mayor's Office to use, engage, or post on the City of Manitowoc's social media profiles and pages on behalf of the City of Manitowoc. I also understand that I am responsible for all postings made by me on the City of Manitowoc's social media profiles and pages, including those made in sections created for replies, comments, or other similar responses.

I further understand that posting on my personal social media accounts reflects upon the City of Manitowoc, and agree to be considerate of the postings I make. If I choose to identify the City as my employer, I will indicate in my postings whether I am sharing my position or the City's position.

I acknowledge that all content on the City of Manitowoc's social media is considered to be property of the City of Manitowoc and may be monitored by the City of Manitowoc. As such, I acknowledge and understand that I am obligated to promptly disclose any login names or passwords associated with the City of Manitowoc's social media profiles and pages to the Mayor's Office upon request. I further understand that employees do not have privacy or personal rights in the sure of the City of Manitowoc's social media, and the postings, data, access to or distribution of such materials is subject to all applicable laws.

I understand the City of Manitowoc retains sole right and discretion as to use and ownership of information posted, published, used, and disclosed on its social media to the extent permitted by law.

I understand that I am obligated to report any suspected or perceived violations of the Social Media Policy that I observe on the City of Manitowoc's social media to the Mayor's Office and Attorney's Office for further review and determination. I further understand that I must be authorized by the Mayor's Office and City Attorney's Office to regulate comments or posts made by other persons on the City of Manitowoc's social media profiles and pages or to regulate the access of private citizens to the City of Manitowoc's social media profiles and pages. To the extent I am authorized to regulate posts or comments made by other persons on the City of Manitowoc's social media profiles and pages or regulate the access of private citizens to the City of Manitowoc's social media profiles and pages, I agree to regulate such matters consistent with the restrictions set forth in the Social Media Policy.

In complying with the Policy, I will abide by all security procedures as set forth by the City of Manitowoc's IT department (Manitowoc Public Utilities). I am aware that violations of the Policy may result in restriction of use, may subject me to disciplinary action, up to and including discharge from employment, and may subject me to civil or criminal liability.

I acknowledge I have read and that I understand the Policy and have been afforded an opportunity to ask questions regarding the Policy.

I have read and understand this Acknowledgement Form.

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Signature of Employee

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Date

**FORM TO BE RETURNED TO HUMAN RESOURCES**