



## CITY OF MANITOWOC SOCIAL MEDIA POLICY

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<b>Distribution:</b>	All Employees
<b>No. of Pages:</b>	3

### I.I PURPOSE

To better serve our citizens and give our workforce the best tools to do their jobs, the City of Manitowoc (“City”) continues to adopt and make use of new means and methods of social media. Many of our employees, officers, elected officials, boards, commissions, committees, and members of the public have access to one or more forms of social media that are identified as official City accounts.

The City encourages the use of social media because it makes communication more efficient and effective and because it can be a valuable source of information. However, all employees, officers, elected officials, boards, commissions, and committees should remember that social media accounts provided by the City are City property and their purpose is to facilitate and support City business. No expectation of privacy in regard to use of City’s social media outlets shall be expected by any employee, officer, elected official, board, commission, committee, or anyone affiliated with City business in any respect related to accessing, transmitting, sorting, use or communicating information via social media.

This policy cannot provide a rule to cover every possible situation. The purpose of this policy is to express the City’s philosophy and set forth guidelines governing the use of social media. By adopting this policy, it is the City’s intent to ensure social media is used to its maximum potential for business purposes and not used in a way that is prohibited, disruptive, offensive to others, or contrary to the best interest of the City.

## 1.2 ORGANIZATIONS AFFECTED

This policy applies to the entire City government including its departments, offices, officers, elected officials, boards, commissions, committees, City employees, contracted/consulting services, and all other affiliates identifying themselves as an official division of the City.

## 1.3 POLICY

It is the policy of the City to follow this set of procedures for any social media administered and used for City of Manitowoc business purposes.

The following procedures apply to all social media outlets that are identified as a City account, whether or not they are accessed from a City resource.

## 1.4 PROCEDURES

### 1.5.A. ACCESS and AUTHORITY

Each Department Head shall determine which employees in their department shall have access to the various social media sites for that department, based on business practices and necessity. These accounts shall have authority to communicate on behalf of the City. The Assistant to the Mayor or designee must be given administrative rights to all City social media sites, by being added as an administrator and having access to the passwords. The Assistant to the Mayor will keep a document listing those who have access to City social media sites.

### 1.5.B. PROHIBITED USE

Social media shall not be used for knowingly transmitting, retrieving or storing any communication that is:

- a. For personal use on City time (e.g. sports, games, shopping, jokes, cartoons, correspondence or other non-business-related items/documents).
- b. Discriminatory or harassing.
- c. Derogatory to any individual or group.
- d. Obscene as defined in Wis. Stat. §944.21.
- e. Defamatory or threatening.
- f. Engaged in for any purpose that is illegal or contrary to the City's policy or business interests.

#### **1.5.C. SECURITY/APPROPRIATE USE**

- 1. No communications can be sent that attempt to hide the identity of the sender or misrepresent the sender as someone else.**
- 2. Social media shall not be intentionally used in a manner that is likely to cause network congestion or significantly hamper the ability of other people to access and use the system.**
- 3. Anyone obtaining social media rights to any materials belonging to other organizations, businesses, companies, municipalities or individuals shall respect all copyrights and cannot copy, retrieve, modify, or forward copyrighted materials except as permitted by the copyright owner.**
- 4. Employees, officers, elected officials, boards, commissions, committees, contracted/consulting service and all others affiliated with City business must understand that the unauthorized use or independent creation of a social media site may be subject to discipline if any employee or removal from office if an appointed official or member of a committee or commission.**

#### **1.5.D. POLICY VIOLATIONS**

**Employees, officers, elected officials, boards, commissions, committees, contracted/consulting services or all others affiliated with City business who violate the Social Media Policy may be subject to discipline, up to and including termination, and may be subject to civil liability and/or criminal prosecution.**