

CITY OF PARKVILLE, MISSOURI

Policy Title:	Social Media		
Policy Number:	100-10	Category:	Board
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INTRODUCTION

The City of Parkville operates and maintains its social media sites as a public service to provide information about City programs, services, projects, issues, events and activities. The City endorses the secure use of social media to enhance communication, collaboration and information exchange. This policy is intended to guide the City Administrator and Public Information Officer(s) who will use City social media sites to engage with residents, visitors and customers.

PURPOSE OF THIS POLICY

This policy establishes guidelines for all external communications from the City using various social networking mediums, including management, administration and oversight of those mediums. This policy is meant to address social media in general, not one particular form of social media, as advances in technology will occur and new tools will emerge. The City will approach the use of social media tools with accuracy, freedom from bias, integrity and consistency.

All official City presences on social media sites or services are considered extensions of the City's information networks and are governed by the responsibilities set forth in this and related policies and procedures. Violations of this policy shall be considered misconduct and may result in discipline.

OFFICIAL SOCIAL MEDIA SITES

Official social media site names must clearly be connected to the City, one of its departments or an activity it approves or sponsors. Where possible, official City social media sites should link to the City's official website (<http://parkvillemo.gov>) and shall clearly indicate they are maintained by the City of Parkville. City social media sites should include the Social Media Policy, where possible, or a link to the policy on the City's website.

CONTENT

Access to social media sites is restricted to the City Administrator and his/her designee/s (from here on known as the Public Information Officer). Social media sites will be used as:

1. A marketing/promotional tool in order to distribute City-related information to a wide scale audience in a timely manner;
2. Release time-sensitive information as quickly as possible (i.e. emergency information)

The content of all City social media sites shall pertain to City-sponsored or City-endorsed programs, services and events. Content includes, but is not limited to, information, videos, photographs and hyperlinks. Allowable content includes:

- Event information pertaining only to events that are organized, sponsored, or have obtained an approved special event permit issued by the City
- All posted content (comments, photos, links, etc.) related to discussion of City programs, services, projects, issues, approved events and activities

Whenever appropriate, the content posted on the City social media sites should directly relate back to any information posted on the City's website, while also containing direct links to posted information on the City's website. Information released on the City social media sites is intended for City programs, services, projects, issues, emergency information, approved events and activities only and will not be available for use by elected or appointed City officials.

Content from the City will be the first priority for all City social media sites. Content that can be shared by City social media sites include entities such as, but not limited to:

- Governmental entities located in or serving Parkville
 - Federal Agencies
 - State of Missouri Agencies
 - Platte County
 - Parkville Special Road District
 - Southern Platte Fire Protection District
- Public educational entities located in or serving Parkville
 - Park University
 - Park Hill School District
- Not-for-profit organizations affiliated with the City of Parkville
 - Parkville Economic Development Council
 - Parkville Chamber of Commerce
 - Main Street Parkville Association
 - Friends of Parkville Animal Shelter
 - Friends of Parkville Nature Sanctuary

The City will not promote private for-profit businesses or a private interest unless pertaining to an event that is organized, sponsored or has obtained an approved special event permit issued by the City.

The City shall have full permission or rights to reproduce any content, including photographs and videos, posted to a City operated social media page on any of the City social media pages

or the City's website, Postings must contain information that is freely available to the public and not considered confidential as defined by RSMo Chapter 610.

PUBLIC COMMENTS/POSTINGS

All comments and postings on the City social media sites will be monitored daily to ensure they meet certain criteria. Although posts and comments are encouraged on the City of Parkville social media sites that allow posts, these sites are limited public forums and are moderated by City staff.

The City social media sites allow public comment. Posts which are in violation of this Policy, specifically those posts that are in violation of the Prohibited on Social Media Sites section of this Policy, shall be removed.

Content posted by a member of the public on any City social media site shall be the opinion of the commentator and poster only, and publication of content does not imply endorsement of, or agreement by, the City, nor does such content necessarily reflect the opinions or policies of the City.

DESIGN

Design elements (logos, background, images) should be appropriate to the subject matter and consistent with the City's design guidelines. If possible, sites must contain a link to both the City website and a clear statement of the purpose and subject matter of social media sites.

LINKS AND EMBEDDED CONTENT POLICY

1. Links to other social media and/or external websites provided on City social media sites
 - a. The City may select links to other social media sites and outside websites that offer helpful resources for users. Once an individual links to another page or site, the City's policy no longer applies and you become subject to the policies of that page or site.
 - b. The City's social media sites are intended specifically to share information about City programs, services, projects, issues, events and activities. The City is not responsible for the content that appears on these outside links and provides these links as a convenience only.
 - c. Users should be aware that these external pages and sites and information found on those pages and sites are not controlled by, provided by or endorsed by the City. The City reserves the right to delete links posted by outside individuals that violate the City's social media policy at any time without notice.
2. Links by other entities to City social media sites
 - a. It is not necessary to get advance permission to link to the City's social media sites; however, entities and individuals linking to City social media sites should not in any

way suggest that the City has any relationship or affiliation with that organization or that the City endorses, sponsors or recommends the information, products or services of that site.

3. Embedded content from City social media sites on other sites

- a. It is not necessary to get advance permission to embed City social media site content; however, entities and individuals embedding content must not present the City content as their own or otherwise misrepresent any of the City's social media site content. Furthermore, they shall not misinform users about the origin or ownership of City social media site content. Embedded content from the City social media sites should not in any way suggest that the City of Parkville has any relationship or affiliation with that organization or that the City endorses, sponsors or recommends the information, products or services of that site.

PROHIBITED ON SOCIAL MEDIA SITES

The following are prohibited on City social media sites:

- Comments not typically related to City programs, services, projects, issues, approved events and activities, or the particular post being commented upon;
- Political statements, including comments that endorse or oppose political candidates or ballot propositions;
- Religious statements, including comments that endorse or oppose any type of religious opinions or activities;
- Posts and comments that promote, foster or perpetuate discrimination on the basis of creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- Posts and comments that include vulgar, offensive, threatening or harassing language, personal attacks or unsupported accusations;
- Obscene or sexual content or links to obscene or sexual content;
- Illegal activity or encouragement of illegal activity;
- Information that may lead to compromise the safety or security of the public or public systems;
- Content that violates a legal ownership interest of any other party

RIGHT TO REMOVE CONTENT

The City Administrator or Public Information Officer(s) shall remove posted content that does not comply with this policy. All posts and comments uploaded to City social media sites that

allow posts will be reviewed daily. All posts and comments are public records subject to public disclosure under the Missouri Sunshine Law. To comment about a specific City project or program, please contact the City.

Any content removed based on this policy must be retained for a limited time, including available time, date and identity of the poster.

COMPLAINTS

If a concern cannot quickly be resolved by the provision of information, the Public Information Officer should contact the author and advise them of the option to make a formal complaint. The Public Information Officer will state facts and provide supporting information when responding to a negative post.

NEWLY PROPOSED OR TERMINATED SOCIAL MEDIA SITES

Any newly proposed or termination of an existing social media identity, account, profile, page or site must be approved by the City Administrator. This policy applies to each new social media network.

OFFICIAL CITY SOCIAL MEDIA SITES

City social media network accounts shall be created using an official City e-mail account, when possible. Sites shall contain visible elements that identify them as an official City of Parkville site. Among other items, this includes displaying official City seals, department brands, contact information and a link to the City's website. Social media sites shall display, or provide a link, to the City's social media disclaimer and any applicable government policies.

SECURITY AND PRIVACY

Applications (such as live streaming, music, photos, etc.) that may be useful to the City social media sites can cause clutter and security risks. An application should only be used to serve a City purpose and add to the user experience, and only if it comes from a trusted source. An application may be removed at any time if it causes a security breach or contains a virus.

Social media sites are hosted by third parties and are governed by such parties' privacy policies.

MISSOURI SUNSHINE LAW

1. Records Retention

Pursuant to RSMo Chapter 109 and relevant City records, retention schedules apply to City social media formats and social media content. Unless otherwise addressed in a specific social media standards document, the Public Information Officer shall preserve the records required to be maintained pursuant to relevant records retention schedules for the required retention period on a City server in a format that preserves the integrity of the original record and is easily accessible.

2. Open Records

City social media sites are subject to RSMo Chapter 610. Any content maintained in a social media format that is related to City business, including a list of subscribers and posted communication, is a public record. The Public Information Officer is responsible for responding completely and accurately to any public records request for public records on social media. Content related to City business shall be maintained in an accessible format so that it can be produced in response to a request. Users shall be notified that public disclosure requests must be directed to the City Clerk.

Members of the Board of Aldermen and City boards and commissions and of other governing bodies shall not, except in open public meetings, respond to any published postings or use the site or any form of electronic communication to respond to, blog or engage in serial meetings, or otherwise discuss, deliberate or express opinions on any issue within the subject matter jurisdiction of the body.

SOCIAL MEDIA ADMINISTRATOR

The City Administrator and his/her designee(s) are responsible for facilitating the City's social media policy in compliance with established rules and protocols. This includes responsibility to audit City use of social media and enforce policy compliance. The Public Information Officer shall be responsible for the following:

- Ensure City social media sites are regularly maintained and kept current;
- Review information posted to the City's social media sites to ensure content is accurate, appropriate, professional and consistent with this policy and the purpose for which the site exists;
- Maintain a list of City-approved social media sites;
- Respond completely and accurately to any public records request for public records on social media;
- Site administrator for each official social media site associated with the City;
- Remove postings that are in violation of this Policy;
- Review site activity daily for exploitation or misuse;
- Ensure security controls are in place to protect City information and technology assets against potential destructive technical incidents;
- Conducting himself/herself as a professional representative of the City and in accordance with all City policies

The same standards, principles and guidelines that apply to the City's Public Information Officer in the performance of their assigned duties apply to employee social media technology use. The Public Information Officer shall do so in compliance with City policies, practices and guidelines.

Social media is often more casual than most communication tools, but all City social media shall represent the City appropriately and professionally.

LIABILITY

The City will ensure that all posts made by the City do not contain inaccuracies and are error free and will correct any inaccuracies or errors. The City assumes no liability for any inaccuracies from user posts on the City's social media sites and does not guarantee that the social media sites will be uninterrupted, permanent or error-free. Should the City choose to no longer maintain a social media presence, the City shall maintain the records subject to the Missouri Records Retention and Sunshine Law sections of this Policy.

All users of the City's social media sites are also subject to the site's own Privacy Policy. The City has no control over content, commercial advertisements or other postings produced by the social media site that appear on the City of Parkville social media site as part of the site's environment.

City social media sites may contain content, including but not limited to, advertisements or hyperlinks over which the City has no control. The City does not endorse any such hyperlink or advertisement placed on City social media sites by the social media site's owners, vendors or partners.

SOCIAL MEDIA USE BY EMPLOYEES

Section P-3 of the Parkville Personnel manual applies to employees who participate in any form of social media, social networking or electronic communication tools.

COPYRIGHT

All information and materials generated by the City of Parkville and provided on City social media sites are the property of the City of Parkville. The City retains copyright on all text, graphic images and other content that was produced by the City and found on the page. You may print copies of information and material for your own non-commercial use, provided that you retain the copyright symbol or other such proprietary notice intact on any copyrighted materials you copy. Please include a credit link reading: "Courtesy of City of Parkville."

Commercial use of text, City logos, photos and other graphics is prohibited without express written permission of the City of Parkville. Use of the City logo is prohibited for any non-governmental purpose. Any person reproducing or redistributing a third party copyright must adhere to the terms and conditions of the third party copyright holder. If you are a copyright holder and feel that the City of Parkville did not use an appropriate credit line please notify the Public Information Officer with detailed information about the circumstances, so that the copyright information can be added or the material in question can be removed.