

City of Opelika
SOCIAL MEDIA USE POLICY

1.0 POLICY

The City of Opelika has a business need to augment traditional communication methods with the use of social media channels. The utilization of social media outlets provides entities a unique opportunity to use new and emerging networking technologies to reach out to respective target audiences in promoting and sharing relevant information.

It is the policy of the City of Opelika, to utilize social media for the purpose of promoting and sharing information about City municipal services, programs, initiatives and events in accordance with the City's Information Technology Acceptable Use Policy (Executive Regulation No. 15).

The City has an overriding interest and expectation in deciding what is "announced" or "spoken" on behalf of the City on social media sites. This policy establishes internal procedures for the use of social media.

The City endorses the secure use of social media technology to enhance communication, collaboration and information exchange; streamline processes; and foster productivity with employees, customers, citizens and other stakeholders.

The City is committed to providing an environment that encourages the use of computers and electronic information as essential tools to support the City's business. The City provides a computer system, with Internet access, to its employees to enable them to communicate with each other and with the City's internal and external customers in an efficient and cost-effective manner. The electronic communication systems and equipment is owned or leased by the City and is provided to employees for their use in connection with their work. It is the responsibility of each employee to ensure that this technology, including the access of social media websites, is used in accordance with these policies and procedures.

A. PHILOSOPHY

This policy identifies possible uses of communication methods via social media that may be evaluated and utilized as deemed necessary by City leadership. The City also recognizes the role that social media tools may play in the personal lives of its employees. The City is not attempting to regulate the personal private use of social media by employees, board members and volunteers in a personal capacity, but the City recognizes that the personal use of social media can have an effect on City employees in their official capacities. This policy is intended to provide

guidance as well as restrictions and prohibitions on the use of social media by all City employees, volunteers or anyone serving in an official capacity on behalf

of the City that implicates the City's interest. Departments may create a policy that provides additional department-specific requirements. Any departmental policy must be in reasonable conformity with this policy and approved by the Community Relations Officer.

All of the City's social media sites that are posted by departments and offices will be subject to approval by the Community Relations Officer or designee. The City's website (<http://www.opelika-al.gov>) will remain the City's primary and predominant internet presence. The most appropriate uses of social media tools are as informational channels to increase the City's ability to broadcast its messages to the widest possible audience. Wherever possible, content posted to the City's social media sites will also be made available on the City's website. Wherever possible, content posted to the City's social media sites must contain hyperlinks directing users back to the City's official website for in-depth information, forms, documents or online services necessary to conduct business with the City of Opelika.

2.0 DEFINITIONS

2.1 Online/Social Media

The U.S. Government defines social media as the various activities that integrate technology, social interaction, and content creation. Through social media, individuals or groups can create, organize, edit or comment on, combine, and share content. Social media uses many technologies and forms, including social-networking, blogs, wikis, photo-sharing, video-sharing, podcast, social bookmarking, mash-ups, widgets, virtual worlds, microblogs, Really Simple Syndication (RSS) and more. Not all forms of social media may be appropriate for use by City departments.

2.2 Official City Email Account

The Official Email Account provided by city IT Department is the only email account approved for official city business.

2.3 Approved City Social Networking Site

Approved City social networking site refers to social networks that the Department Head has assessed and approved for departmental use.

2.4 Post

A submitted message in the form of, but may not be limited to, text, videos, photographs, graphics, links (hyperlinks), documents, computer applications, etc.

2.5 Comment

A user submitted response to any post.

2.6 Blog

A self-published diary or commentary on a particular topic that may allow visitors to post responses, reactions or comments.

2.7 Speech

Expression or communication of thoughts or opinions in spoken words, in writing, by expressive conduct, symbolism, photographs, videos, or related forms of communication.

3.0 PROCEDURES

3.1 Employees, board members and volunteers are free to express themselves as private citizens on social media sites to the degree that their speech does not impair or impede the performance of their duties, impair discipline and harmony among coworkers. Posts will not present the City in a false light, divulge confidential information or plans about the City or its departments.

3.2 Employees should primarily use the City's electronic communications systems and City owned equipment for business-related purposes. Occasional personal use of social media websites is permitted and such use should be limited to times when the employee is not required to be performing any duties for the City. Personal use will not conflict with the use of city owned systems or equipment by any employee and may not be used in a manner contrary to any of the provisions of this policy or any other policies that cover electronic communications or workplace technology.

3.3 Employees should not expect privacy when using city owned systems or equipment, and that any message or data sent or received using any city electronic communications systems or equipment is the employee's private property. Employees should not have any expectation of privacy with respect to any communications, whether communicated via social media sites or any other electronic system provided by the city. The City may, from time to time, as it sees fit, monitor, review, intercept or gain access to communications employees initiate or receive via the City's electronic communications systems and equipment. Employees' use of the City's systems will constitute consent to such monitoring, reviewing, interception or access. The City may, but has no requirement to, provide notice, either before or after any review of communications.

3.3.1 The **Alabama Public Records Law** states that, "Every citizen has a right to inspect and take a copy of any **public** writing of this state, except as otherwise expressly provided by **statute**." **Alabama** grants every "citizen" the right to access **open records**.

3.4 This policy should not be interpreted or construed to restrict any rights employees may have under the National Labor Relations Act.

3.5 City employees are cautioned that their speech either on or off duty, and in the course of their official duties that has a nexus to the employee's professional duties and responsibilities may not be protected speech under the First Amendment.

3.6 Employees, board members and volunteers shall not post, transmit, or otherwise disseminate any information to which they have access to as a result of their employment or assignment without written permission from their Department Head. If information is requested, employees should direct the request to their Department Head or the Community Relations department. Department Heads should direct requests to Community Relations.

3.7 Employees may not use social media in connection with or to support any business ventures other than those of the city while using city owned or property/resources.

3.8 Regardless of any privacy settings on various social media platforms, social media is not private. Information becomes public the moment it is published on the Internet. Assume co-workers and members of City management will see anything posted online, act accordingly.

3.9 Unacceptable Uses. The City considers the activities and uses of social media listed below to be unacceptable. Employees are prohibited from using any of them on a social media account established by the City.

1. Using social media in a manner that does not comply with federal, state and local laws and regulations and with City and departmental policies.
2. Using social media in a manner that:
 - a. Violates the copyright, trademark or other intellectual property rights of any person or entity, or otherwise violates their legal ownership interests;
 - b. Includes ethnic slurs, profanity, personal insults, material that is harassing, defamatory, fraudulent or discriminatory, or other content or communications that would not be acceptable in a city workplace under City policy or practice;
 - c. Violates the terms of contracts governing the use of any social media content, including, but not limited to, software and other intellectual property licenses;
 - d. Displays sexually explicit images, cartoons, jokes, messages or other material in violation of City sexual harassment policy;
 - e. Encourages an illegal or violent activity;

- f. Advertises or promotes a commercial product, service, or entity or individual;
- g. Promotes or endorses a political campaign;
- h. Contains confidential or “for official use only” information or information that compromises the security of City networks or information systems. Such for official use only or confidential information includes, but is not limited to, information that is protected under the Health Insurance Portability and Accountability Act of 1996 (HIPAA) or other federal, state or local laws and regulations (except as permitted under such laws and regulations), as well as social security numbers and other personally identifiable information;
- i Violates the terms of use governing the social media account.

This list is not exhaustive. Questions about particular uses of social media or particular social media content should be directed to the department head and the Community Relations Officer.

3.10 Employees may not divulge information gained by reason of their position or authority; make any statements, speeches, appearances, and endorsements; or publish materials that could reasonably be considered to represent the views or positions of the City or their department without express authorization from the Department Head and Community Relations Officer. Employees may not use social media in a manner that compromises the confidentiality of the City’s confidential or sensitive information.

3.11 Personal Social Media Accounts. This policy is not intended to govern employees’ establishment or use of personal social media accounts for purposes outside of the workplace and using non-City information systems. However, some such personal uses of social media may reflect on the City or appear to represent City policy or to be on behalf of the City. In addition, accessing and using personal social media by means of City information systems is subject to City policy. For these reasons, City employees are expected to comply with all City and departmental policies as well as the following standards when using personal social media accounts.

1. City employees have no right to privacy with respect to their personal use of social media or personal social media accounts accessed by means of City information systems or with respect to personal social media content so assessed. They should not expect or assume privacy or confidentiality with respect to any such personal social media use or social media content.
2. Postings and user profiles on personal social media accounts must not state or imply that any views, conclusions, statements or other social media content are an official policy, statement, position or communication of the City of Opelika or represent the views of the City or any City officer or employee

unless the department head of the user's department and the Community Relations Officer have granted express permission for that user to do so.

3. If a City employee has not received such express permission, any user profile, biography, or posting on a personal social media account that identifies that person as a City employee must include a qualifying statement in substantially the following form:

“The views I express on this site are my own and do not reflect any official view or position of the City of Opelika.”

4.0 DEPARTMENT PROCEDURES

4.1 City Department Social Media Use

Department use of social media technology shall conform to the policies, procedures, guidelines and standards contained, or referenced, herein.

1. Comply with all applicable federal, state, and county laws, regulations and policies. This includes adherence to but may not be limited to established laws and policies regarding copyright, records retention, Freedom of Information Act (FOIA), First Amendment, Americans with Disabilities Act (ADA), Health Insurance Portability and Accountability Act (HIPAA), Hatch Act of 1939, privacy laws, employment related laws, plus city established such as Online/Social Media Use, Employee Standards of Conduct, Equal Employment Opportunity and Anti-Harassment, and workplace security, safety, and violence in the workplace.

4.2 Requirements for Department's Using Social Media

Departments who choose to utilize social media shall:

1. Establish a well thought out social media workplan that complements citywide policies and considers the department's mission and goals, audience, legal risks, technical capabilities, security issues, emergency response procedures, etc. The workplan shall be submitted to the City Administrator for review.
2. Designate a Social Media Coordinator responsible for overseeing the department's social media activity, policy compliance, and security protection. The Social Media Coordinator is appointed by the Department Head, or his/her designee, with authority to use social media on behalf of the department and shall have responsibility to ensure the appropriateness of content.
3. Within the terms of this policy, Department Heads have authority to determine and establish social media activity at the department program level. Department Heads who wish to start a social media account are required to obtain approval from the Community Relations Officer and then from the Mayor or the City Administrator.
4. Only official spokespersons, Community Relations Officers, Social Media Coordinators, and Department Head designee shall be considered authorized users and have permission to post and respond on behalf of the city.

5. Departments shall only utilize city approved social media networks for hosting official City social media. New social media networks under consideration will be reviewed and approved by the Community Relations Officer.
6. Alabama law and relevant City/State records retention schedules apply to social media formats and social media content. Unless otherwise addressed in a specific social media standards document, the department maintaining a site shall preserve records required to be maintained pursuant to a relevant records retention schedule for the required retention period on a City server in a format that preserves the integrity of the original record and is easily accessible.

4.3 Authenticity Establishment

City department social media sites shall be created and maintained with identifiable characteristics of an official city site that distinguishes them from non-professional or personal uses.

1. City social media network accounts shall be created using an official city email account.
2. Contact information should display an official City email address, include something about being the “official account”, and provide a link to the city or department website.
3. The name “City of Opelika” or the official city or department logo must be displayed.
4. Links (hyperlink) to the City of Opelika Social Media User Policy & Responsibility Guideline must be displayed.

4.4 Site Content and Responsibility

Departments are responsible for establishing and maintaining content posted to their social media sites.

1. Social Media Coordinators shall review site activity daily for exploitation or misuse.
2. Contents posted on city social media sites may be considered public records subject to disclosure under §§36-12-40, 36-12-41, 41-13-1 through 41-13-44, *Code of Alabama* Public Records Act (“PRA”).
3. Following forms of content posted by external and authorized users may be subject to removal if they contain:
 - a. Profane language or content;
 - b. Content that promotes, fosters or perpetuates discrimination of protected classes;
 - c. Sexual harassment content;
 - d. Solicitations of commerce or advertisements including promotion or endorsement;
 - e. Promotion or endorsement of political issues, groups or individuals;
 - f. Conduct or encouragement of illegal activity;
 - g. Information that may tend to compromise the safety or security of the public or public systems;

- h. Content intended to defame any person, group or organization;
 - i. Content that violates a legal ownership interest of any other party, such as trademark or copyright infringement;
 - j. Making or publishing of false, vicious or malicious statements concerning any employee of the City or its operations;
 - k. Violent or threatening content;
 - l. Disclosure of confidential, sensitive or proprietary information;
 - m. Advocating for alteration of hours, wages, and terms and conditions of employment (applies to City employees only).
4. Unacceptable content and repeat individual violators shall be removed. Contact the City Attorney on any legal issues or questions
 5. IT Department shall have preventative measures in place against potential destructive technical incidents. See network security.

4.5 Records Management

Department use of online/social media shall be documented and maintained in an easily accessible format that tracks account information.

1. Departments are responsible for the creation, administration and deactivation of social media accounts. Passwords should be given to the Department Head and changed upon Social Media Coordinator leaving the City.
2. All content is to be fully accessible to any person requesting documents from the social media site.
3. Content deemed inappropriate or technically destructive shall be promptly documented (screenshot/printout), saved pursuant to IT policies and procedures regarding record retention, and then be removed immediately. Contact City Attorney on any legal issues.
4. Social media content is subject to the Alabama Public Records Law. Any content maintained in a social media format that is related to City business, including a list of subscribers, posted communications, and communications submitted for posting, may be a public record subject to public disclosure. Each department head shall ensure that such records are retained and archived in conformance with Alabama law.

4.6 Network Security

IT Department shall have security controls in place to protect City information and technology assets against potential destructive technical incidents.

- Perceived or known compromises to the City's internal network shall be promptly reported to IT.
- Computers, laptops and mobile devices used to administer city social media sites shall have up-to-date software to protect against destructive technical incidents, including but may not be limited to, cyber, virus and spyware/adware attacks.

4.7 Social Media Site Standards

- The Community Relations Department will maintain a list of social media tools which are approved for use by City departments and staff.

- The Community Relations Department will maintain a list of the City’s social media sites, including login and password information. The department’s director or designee will inform the Community Relations Department of any new social media sites or administrative changes to existing sites.
- The City must be able to immediately edit or remove content from social media sites.
- For each social media tool approved for use by the City the following documentation will be developed and adopted:
 - Operational and use guidelines
 - Standards and processes for managing accounts on social media sites
 - City and departmental branding standards
 - Enterprise-wide design standards
 - Standards for the administration of social media sites

5.0 PROCESS

If, at any time, an employee is uncertain about how to apply these policies and procedures, it is up to that employee to ask their Department Head or Community Relations Officer before engaging in the conduct. Asking questions after the fact is not acceptable and will not immunize any improper conduct or violation of this policy.

EXECUTIVE REGULATION NO. 27 WILL BECOME EFFECTIVE IMMEDIATELY.

APPROVED:  **DATE:** 6-6-17
Gary Fuller, Mayor

Distribution: All Employees
All Department Heads

NOTE: See attached Addendum “Guidelines & Standards” as part of this policy.

**ADDENDUM:
Guidelines and Standards**

1.0 GENERAL GUIDELINES AND BEST PRACTICES FOR INDIVIDUAL EMPLOYEES

- **Maintain Confidentiality:** Do not post confidential or proprietary information about the City of Opelika or its employees.
- **Maintain Privacy:** Do not discuss a situation involving individuals who are named or photographed on social media without their permission. As a guideline, do not post anything that you would not post in a public forum.
- **Respect the City's Time and Property:** Participate in your own social media conversations on your own time.
- **Do No Harm:** Let your social networking do no harm to the City of Opelika or to yourself whether you're navigating these networks at home or work.
- **Think Before You Post:** No post is private in social media or online. Regardless of how careful you are in establishing your privacy settings, your content can easily be made available to those outside your preference settings.
 - Search engines can turn up posts and pictures years after the date you post.
 - Comments can be forwarded or copied.
 - Archival systems save information even if you delete a post.

If you feel angry or passionate about a subject, it's wise to delay posting until you are calm and clear-headed. Post only pictures that you would be comfortable sharing with the public, employers, family, etc.

- **Be Aware of Liability:** You are personally responsible for what you post on your site and the sites of others. Individual bloggers can be held liable for commentary deemed to be copyright infringement, defamatory, proprietary, libelous or obscene (as defined by the courts).
- **Correct Mistakes:** If you make a mistake, admit it. Be upfront and be quick with your correction. This will help you build credibility and positive relationships in the online world.
- **Respect Others:** When you find yourself disagreeing with others, keep your comments appropriate and polite. Avoid being defensive.

**2.0 STANDARDS OF CONDUCT FOR INDIVIDUAL EMPLOYEES –
ONLINE/SOCIAL MEDIA USE**

- **Be Authentic:** Tell people your identity. If you identify yourself as a City of Opelika employee, ensure that your profile and any related content are consistent with City policies and how you wish to present yourself. In personal posts, you may identify yourself as an employee of the City. However, please be clear that you are sharing your personal views and are NOT speaking as a formal representative of the City of Opelika.
- **Use a Disclaimer:** If you publish content to any website or online platform outside of the City of Opelika, and it is related to the work you do or subjects associated with the City of Opelika, use a disclaimer such as: "The opinions

and posts on this site are my own and do not represent those of the City of Opelika.”

- **Do Not Use City of Opelika Logo or Make Endorsements:** Do not use the City of Opelika logo/seal on your personal accounts. Do not use the City of Opelika name to promote or endorse any product, cause, political party or political candidate.
- **Don't use Pseudonyms:** Never pretend to be someone else. Tracking tools enable supposedly anonymous posts to be traced back to their authors. Always follow good ethical practices.
- **Protect Your Own Identity:** While you should be honest about yourself, never provide personal information that scam artists or identity thieves could use. Do not list your home address or telephone number.
- **Does It Pass The Publicity Test:** If the content of your message would not be acceptable for face-to-face conversation, over the telephone or in another medium, it is not acceptable for a social networking site. Ask yourself if you would want to see this published in the newspaper or posted on a billboard.
- **Respect Your Audience:** Don't use ethical slurs, personal insults, obscenity or engage in any conduct that would not be acceptable in the workplace. You should also show proper consideration for others' privacy and for topics that may be considered sensitive – such as politics and religion.
- **Comments and Messaging and Photographs:** The City of Opelika reserves the right to review all comments and request individuals to remove any comments or photos that are deemed in bad taste.

3.0 TWITTER

Purpose

Twitter is a micro-blogging tool that allows account holders to tweet up to 140 characters of information to followers. By procuring and maintaining Twitter accounts, City departments will communicate information directly to their Twitter followers, alerting them to news and directing them to the City's website for more information. These standards should be used in conjunction with the City's Social Media Use Policy, Standards and Procedures.

Content

- A department's director or designee shall hold and maintain that department's Twitter account.
- Each department will have only one Twitter account, unless otherwise approved by the Community Relations Officer. Account information, including usernames and passwords, shall be registered with the Community Relations Director.
- A department's Twitter biography and/or background information will include a link to City's website where the following disclaimer information will be posted:
 - “This is an official City of Opelika Twitter account. For more information about the City of Opelika please visit www.opelika-

al.gov. This site is intended to serve as a mechanism for communication between the public and the department on the listed topics and as a forum to further the mission of the department. Any direct tweets to this page and its list of followers may be considered a public record which is subject to disclosure pursuant to the Alabama Public Records Act. Public information requests must be directed to the Community Relations Director.”

- Twitter usernames shall begin with "Opelika" (Example: Opelika PD, Opelika Fire and Opelika Mgr.). In cases where the username consists of too many characters, begin with "OPL."
- The main image shall be the Department logo, City Logo or an appropriate photo. If the City logo is not used as the main image it should be in the background section.
- Twitter accounts shall serve three primary purposes:
 - Disseminate immediate interesting or important information to residents of which a news item on the City’s website is not necessary or possible
 - Promote City-sponsored meetings, events, programs and facilities
 - Refer followers to a news item or content hosted at the City’s website and the department’s Facebook page
- Information posted on Twitter shall conform to the existing protocols the City and the department that is posting the information. Tweets shall be relevant, timely and informative.
- Twitter content, as much as possible, shall mirror information presented on the City’s website and other existing information-dissemination mechanisms. The department’s director or designee shall ensure that information is posted correctly the first time.
- Departments will use proper grammar and standard APA style, and will avoid the use of jargon and abbreviations. Twitter is more casual than most other communication tools, but communications must still best represent the City at all times.
- The department’s director or designee shall be responsive to those constituents who communicate via Twitter’s @reply or direct message functions. Communication with followers will be timely and consistent with existing protocols.

Archive

- The department’s director or designee will maintain an electronic record or printout of any information necessary to retain for the purposes of public records retention in accordance with applicable City/State policy regarding retention of such information that is not available from the application.

4.0 FACEBOOK

Purpose

Facebook is a social networking site that continues to grow in popularity and functionality. Businesses and government agencies have joined individuals in using Facebook to promote activities, programs, projects and events. This standard is designed for City departments looking to drive traffic to department websites and to inform more people about City activities. These standards should be used in conjunction with the Social Media Use policy and video posting policy. As Facebook changes, these standards may be updated as needed.

Establishing a Page

Whenever a department determines it has a business need for a Facebook account, it will submit a request to the Community Relations Officer or designee. Once approved, the IT Department will work with the department to create a basic page for the department. Applications are not to be added to the City's Facebook site without the express written approval of the IT Division. The department's director or designee will register the page with a City email address. Personal Facebook profiles should not be used to administrate City pages unless approved by the Community Relations Officer.

Type of "Pages"

- The City will create "pages" in Facebook (not "groups"). Facebook "pages" offer distinct advantages including greater visibility, customization and measurability.

Format

- For 'type' description, choose "**government.**"
- The main image shall be the Department logo or an appropriate photo. It may also be the City's logo and the City logo must be one of the profile pictures.
- Departments will include a mission statement or appropriate text in the introduction box on the Wall Page.
- Using the FBML static page application, a boilerplate section should contain a department/program description and the following:
 - "This is an official Facebook page of the City of Opelika. For more information about the City of Opelika please visit www.opelika-al.gov. This site is intended to serve as a mechanism for communication between the public and the department on the listed topics and as a forum to further the mission of the department. Any comment submitted to this page and its list of fans may be considered a public record which is

subject to disclosure pursuant to the Alabama Public Records Act. Public information requests must be directed to the Community Relations Director.”

- If comments are turned on, the FBML page shall also include a Comment Policy Box with the following disclaimer:
 - “Comments posted to this page will be monitored and inappropriate content will be removed as soon as possible. Under the City of Opelika Social Media Use Policy, Standards and Procedures, the City reserves the right to remove inappropriate content, including, but not limited to, those items that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, promote illegal activity and promote commercial services or products. The City disclaims any and all responsibility and liability for any materials that the City deems inappropriate for posting, which cannot be removed in an expeditious and otherwise timely manner.”
- The page shall be linked to the City’s main Facebook page.
- A link to www.opelika-al.gov will be included on the Info page.
- City department and project pages should be fans of other City Facebook pages.
- The page name must be descriptive of the department. Each department will choose carefully with due consideration given to abbreviations, slang iterations, and proper grammatical usage.
 - The Community Relations Officer or designee will approve proposed names.

Page Administrators

- A successful page requires consistent attention. The department’s director will designate one or more staff members as page administrators who will be responsible for monitoring the department’s Facebook page. Only designated department staff members will make posts.
- The department’s director or designee will be responsible for ensuring content is not stale. The department will designate one or more back-up administrators.

Comments and Discussion Boards

- Comments to the Wall generally will be allowed if the department is able to and does regularly monitor content. If the department is unable to do so, comments to the Wall shall be turned off. Discussion Boards shall be turned off unless approved by the Community Relations Officer or designee.

Photos and Video

- Page administrators may add photos and videos to the department's Facebook page. The approval of the City Administrator and/or the Community Relations Officer will not be required. If there are postings of photos and/or videos of the public, staff must secure waivers by individuals depicted in the photo and/or video. Photos and/or videos of the City's employees taken during regular office hours may be posted without obtaining waivers. Videos must follow the Video Posting Standard.
- The ability for fans to post photos, videos and links shall be turned off unless approved by the Community Relations Officer or designee.

Style

- The City's and the departments' Facebook pages will be based upon a template that includes consistent City branding. See the City's main Facebook Page
- The Community Relations Officer will provide departments and offices with the template.
- Departments will use proper grammar and standard APA style, and will avoid the use of jargon and abbreviations. Facebook is more casual than most other communication tools, but communications must still best represent the City at all times.

Applications

- There are thousands of Facebook applications. Common applications can allow users to stream video and music, post photos, and view and subscribe to RSS feeds. While some may be useful to the page's mission, they can cause clutter and security risks.
- An application must not be used unless it serves an appropriate and a valid business purpose, adds to the user experience, comes from a trusted source, and is approved by the IT Department.
- An application may be removed at any time if the City determines that it is causing a security breach or spreading viruses.

Archive

- The department's director or designee will maintain an electronic record or printout of any information necessary to retain for the purposes of public records retention in accordance with applicable City policy regarding retention of such information that is not available from the application.

Indemnity Clauses

- Most online sites require users to agree to terms of service that include such provisions as:
 1. **Indemnification and Defense.** When a public agency creates an account on a social media site, it typically must agree not to sue the site, nor allow the site to be included in suits against the agency. Many sites also require the account owner to pay the site's legal costs arising from such suits.
 2. **Applicable Law and Venue.** Most terms of service also assert that a certain state's laws (usually California, but not necessarily always) apply to the terms of use and that the state's courts will adjudicate disputes.
- The terms of service represent a binding contract; public agencies should assure that they have taken the steps necessary to bind the agency to such an agreement.
- Some companies are willing to negotiate on the substantive provisions in the terms of use, but they may be hesitant to negotiate separate agreements with dozens of different agencies. For example, the FAQ on the "Facebook and Government" page indicates that "at this time Facebook does not have any special legal agreements for state and local governments."

5.0 VIDEO POSTING STANDARD

Purpose

The City will enable access to online video content, as this is the way many residents communicate and obtain information online. Key objectives for video content shall meet one or more of the following goals: to further the department's mission, provide information about City services, showcase City and community events and explore City issues the City encourages the use of video content to further the goals of the City and the missions of its departments, where appropriate. These standards should be used in conjunction with the City's Social Media Use Policy, Standards and Procedures.

Video Posting Guidelines

- The department's director or designee will be responsible for approving the video content.
- Video quality must be comparable to DVD resolution quality.
- Low quality video will be considered as long as the audio portion is clear and the content is compelling and informative.

- All videos must be posted on the department's website and either the department's Facebook page or you tube channel.
- The department must secure a disclaimer from the author or owner or the right to use all of or part of a video if the video was not produced by the department or any other City department.
- Videos streamed from other sources may not be posted to the City's website. Links to external videos are permitted, but it must only be used when content is relevant and necessary approvals are received.

Submitting Videos to Hosting Sites

- Videos may be submitted to hosting sites such as YouTube and Vimeo as well as Facebook on a case-by-case basis under the direction of the department's director or designee.
- Most of these sites limit the video to the lesser of 10 minutes in length or less than 1 GB of data storage.
- Comments posted to these sites must be monitored or the ability to post a comment shall be turned off. Comments must adhere to the guidelines stated in the Social Media Use Policy.

Archive

- Any video posted to a third party's video site must also be posted the department's website for purposes of records retention.

Executive Regulation No. 27
Last Updated: NEW

Effective Date: 6/5/17

City of Opelika
SOCIAL MEDIA USE POLICY

I hereby acknowledge receipt of the City of Opelika Social Media Use Policy (Executive Regulation No. 27). I understand that it is my responsibility to read and know its contents.

I have read, understand and agree to all of the above.

Signature _____

Print Name _____

Date _____

Please sign and return to the Human Resources Department.