

City of Wichita Social Media Standard Operating Procedures

Controlling Principles

This document establishes internal standards for the use of social media.

Social media has inherent limitations because of its internet foundation. The system cannot be made secure, so it is not possible to insure privacy, and the potential exists for any given post to be spread virally. Similarly, it is not possible to authenticate sources, and misappropriation of identity occurs regularly, with reckless, malicious or even criminal intent. Therefore, all information obtained from social media sources should be viewed skeptically, City employees should expect similar skepticism from the public, and therefore should use social media only as a supplemental method of information delivery. It is not the primary distribution method of any legislative or administrative decision or act by any City elected official or employee. *Social Media is not, definitive of any official City position or policy*, although the department maintaining the site should make reasonable attempts to maintain accuracy of the information, and should verify the accuracy of the information that they personally post on a social media channel. *Similarly, social media shall not be accepted as an alternate notice method* to provide City officials and employees or the public with legally required information, although employees monitoring social media sites should endeavor to provide information received to the appropriate City official or staff person as soon as is practicable.

Web Site and Posting Strategy

The City's Web sites (<http://www.wichita.gov>, www.wichitatix.com, www.flywichita.com, etc.) will remain the City's primary and predominant internet presence. Wherever possible and appropriate, content posted to the City's social media sites will also be made available on the City's Web site. Given the limited nature of social media posts, links back to the City's Web site for detailed explanatory information should be provided.

Use of personal equipment, personal accounts or activity during personal time away from the office **does not** distinguish social media activity as protected, personal commentary. Any such activity that has bearing upon the activities of the City of Wichita, or a department, employee, or elected official of the City is considered to be a public record, and may be open to disclosure. To maintain data integrity, City of Wichita social media activity shall only be conducted using accounts approved for that purpose by the City's Communication Team.

Accessibility Standards

- All of the City's social media sites that are posted by departments and offices will be subject to approval by the City's Communication Team.
- All staff maintaining City social media sites will follow each social media site's terms of use.

- The City's Communication Team must have administrator privileges for every City social media site.
- Employees posting on City of Wichita social media channels shall not include personal comments, thoughts or opinions on City matters and shall maintain confidentiality requirements.
- If a crime, injury or other mishap takes place at a City facility or on City property, employees should not comment or post pictures regarding the alleged crimes or incidents on social media channels without permission from the Communications Team and/or Wichita Police Department. The department's director or designee will inform the IT/IS department of any new City social media sites or administrative changes to existing sites. **Failure to properly attend to the site, determined in the sole discretion of the Communications Team or the IT/IS Director, will cause the City's Communication Team to close down the site.**

Terms of Use

All City officials and employees using social media, *whether on City, third party or personal sites*, shall adhere to City ethical policies and appropriately maintain the levels of confidentiality with which they have been entrusted. They must respect copyright, medical and financial disclosure laws, and protect sensitive personal, security or operational information from release. This includes personally identifiable and personal identity information. They should not report on internal conversations or considerations at issue prior to a final decision unless given permission by City management. On all official City social media sites, adherence to Administrative Regulation 8.2, Acceptable Use Agreement, is required.

Those with leadership responsibilities, by virtue of their positions, must consider whether personal thoughts they publish, even in clearly personal venues, may be misunderstood as expressing City positions. They should assume that those outside the City will read what is written. No person shall use any personal account for discussion of confidential City business or information. Use of an employee's wichita.gov email address for creating personal social media sites is prohibited.

Departments may adopt additional guidelines for personal and professional social media use that set out additional restrictions beyond these standards, as needed.

Any City social media site shall be considered a limited public forum, and public expression must meet certain minimum levels of discourse. Articles, posts and comments on the City's social media site shall not contain any of the following forms of content, which shall be removed as soon as possible:

- Profane language or content
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, ancestry, religion, gender, national origin, physical or mental disability

- Sexual content or links to sexual content
- Solicitations of commerce
- City personnel matters
- Conduct or encouragement of illegal activity
- Information that may compromise the safety or security of the public or public systems or facilities
- Content that violates a legal ownership interest of any other party
- Threats or defamatory statements
- Links to any external site
- Multiple successive off-topic posts by a single user or repetitive posts copied and pasted by multiple users, or Spam
- Endorsement of political candidates, causes or groups, except for endorsement approved by City management of events, services or causes that have explicit, general City sponsorship

The City will approach the use of social media tools as consistently as possible, enterprise wide. All new social media tools proposed for City use will be approved by the Chief Information Officer and the Communication Team.

Users shall be informed by posting to the City's social media sites that the City reserves the right to restrict or remove any content that it deems in violation of this policy or any applicable law. The City disclaims any and all responsibility and liability for any materials that the City deems inappropriate for posting, which cannot be removed in a timely manner.

City employees responsible for maintaining social media accounts for the City shall secure and password protect any mobile device, laptop or notebook computer, etc. used for that account to prevent access by unauthorized users.

Operational Standards

TWITTER STANDARD

These standards should be used in conjunction with the City's Social Media Use Policy.

- 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 Public Information Officer and Marketing Director.
- A department's Twitter biography and/or background information will include a link to City's Web sites.
- The main image shall be the Department logo or an appropriate photo. It may also be the City's logo which will be provided by the City's Communication Team.
- Departments will use proper grammar and avoid the use of jargon and inappropriate abbreviations. AP style guidelines are preferred when possible. Twitter is more casual than most other communication tools, but public communications must still represent the City at its best all times. The use of emoticons is not appropriate.

FACEBOOK STANDARD

These standards should be used in conjunction with the City's Social Media Use Policy.

The City will create “Pages” in Facebook (not “Groups”). Facebook Page development will follow the following standards:

- For 'type' description, choose appropriate business classification i.e. “government,” “concert venue,” or “attraction.”
- 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.
- Under “General Information” a boilerplate section should contain a department/program description and the following:
 - “Any comment submitted to this page is subject to disclosure pursuant to the Kansas Open Records Act. Public information requests must be directed to the Public Information Officer.
 - Comments posted to this page will be monitored and content that violates existing standards will be removed as soon as possible. Under the City of Wichita Social Media Use Policy, the City reserves the right to remove content that violates existing standards, 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. Comments posted here are informational, and do not constitute official position or policy on any matter addressed.”
- A link to <http://www.wichita.gov> will be included on the Info page.
- City department and project pages should be fans of other City Facebook pages.
- City Facebook pages may only “like” local government entities, known stakeholders and others if approved by the Communications Team.
- The page name must reflect the proper legal name of the department.
- The City’s Communication Team will approve proposed names/Facebook.com(url).
- Page administrators may add photos and videos of departmental staff or operations supportive of the department’s objectives to the department’s Facebook page.
- Waivers will be collected and provided to the City’s Communication Team prior to posting when the photos are taken on private property and will be used for promotional purposes i.e. billboards, TV commercials, newspaper advertisements, Facebook advertisements. 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.
- Departments will use proper grammar and will avoid the use of jargon and only use appropriate abbreviations in all posts.

- A Facebook 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/IS Department and the City's Communication Team.
- An application may be removed at any time if the City determines that it is causing a security breach or spreading viruses, or has not been approved by the City's Communication Team or IT staff.

VIDEO POSTING STANDARD

These standards should be used in conjunction with the City's Social Media Use Policy.

- The City's Communication Team will be responsible for approving the video content and ensuring minimal technical standards.
- Video should generally be of the highest resolution quality possible given budgetary constraints and equipment availability.
- 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.
- Links to external videos are permitted, but it must only be used when content is relevant and necessary approvals are received.
- 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.