


Policy #502	CITY OF FAYETTEVILLE Policy Manual	
	Social Media Policy	
Effective Date: 03.31.2017	Revised Date: no revisions	Number of Pages: 9

I. Purpose

Social media is one of the many tools the City of Fayetteville uses to reach its target audiences to further the goals of the City and the missions of its departments.

This policy establishes procedures related to the approval and use of City of Fayetteville social media sites, and City employees' (not serving in an official capacity) use of social media sites, personal web pages, and blogs to ensure such usage is not detrimental to the City or other City employees. Content posted on the City's social media platforms in an official capacity by City employees is subject to all City policies.

Social media posts made by city personnel should be treated the same as all other external publications, e.g., as public records, and site administrators should always be aware of the City's strategic goals as they plan and post information about the City.

II. Mission Statement

The City of Fayetteville's Corporate Communications Department will maximize social media use to inform its various publics, create dialogue with audiences and provide information about the City's services, programs, events and initiatives to residents in a transparent and timely manner.

III. Objectives

1. Establish and maintain social media platforms that are responsive to public comments and concerns and establish a meaningful dialogue with residents.
2. Garner public interest in the City's services, programs, events and initiatives.


IV. Policy

It is the policy of the City of Fayetteville that all departments developing social media communication platforms receive approval from the Corporate Communications Department before launching their sites, with the exception of the Police Department, which sometimes has a need to react quickly to changes in technology to best communicate with residents. The Police PIO will notify the Corporate Communications Director if any new social media sites are launched by the Police Department.

V. Approved Social Media Sites

The City maintains separate social media sites in order to successfully target its messages to the appropriate audiences. The Corporate Communications Department monitors social media platforms to ensure there are no unapproved City social media sites. Currently approved social media sites for the City and its departments are listed below.

- o The City of Fayetteville
 - o Facebook @ www.facebook.com/cityoffayettevillegovernment
 - o Twitter @ www.twitter.com/cityoffaync
 - o Periscope @ www.periscope.tv/CityOfFayNC
 - o Instagram @ www.instagram.com/cityoffayetteville/
 - o Pinterest @ www.pinterest.com/CityOfFayNC
 - o LinkedIn @ www.linkedin.com/company/city-of-fayetteville-north-carolina


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- YouTube @ www.youtube.com/user/CityOfFayettevilleNC
- Fayetteville OutFront @ www.fayettevilleoutfront.com
- Police Department
 - Facebook @ www.facebook.com/Fayetteville.Police?fref=ts
 - Twitter @ www.twitter.com/FayettevillePD
 - YouTube @ www.youtube.com/user/FayettevillePolice
 - Nixle @ www.nixle.com
 - Nextdoor @ www.Nextdoor.com
 - Periscope @ www.periscope.tv/PIOFPD
 - Instagram @ FayettevilleNCPD
 - Snapchat @ FayettevillePD
- Fire/Emergency Management Department
 - Facebook @ www.facebook.com/bravethefire?fref=ts
- Fayetteville-Cumberland Parks & Recreation
 - Facebook @ www.facebook.com/fcpr.us?fref=ts
 - Twitter @ www.twitter.com/parksrecreation
- Fayetteville-Cumberland Parks & Recreation Nature and Outdoor Programming
 - www.facebook.com/fcprnature
- Fayetteville-Cumberland Parks & Recreation Senior Programs
 - www.facebook.com/City-of-Fayetteville-Senior-Programs-113673165332354/
- Fayetteville-Cumberland Parks & Recreation Therapeutic Recreation
 - www.facebook.com/GilmoreTRC
- Fayetteville-Cumberland Parks & Recreation Youth Council
 - www.facebook.com/FCYouthCouncilEst.14
- North Carolina Veterans Park
 - www.facebook.com/hcveteranspark?fref=ts
- Fayetteville Area Transportation & Local History Museum
 - www.facebook.com/pages/Fayetteville-Area-Transportation-and-Local-History-Museum/474889165928124?fref=ts
- Fayetteville Regional Airport
 - www.facebook.com/pages/Fayetteville-Regional-Airport/105553332837228?fref=ts


Looking Ahead: As social media platforms continue to develop, the City of Fayetteville will adapt and respond accordingly in this ever-changing environment. We must be flexible, responsive, responsible and willing to accept some risk in these engagements. This plan is a living document and will be updated as needed to ensure it best supports the City's communication strategy.

VI. Approval, Development and Maintenance of City of Fayetteville Social Media Sites


1. Written proposals for the request for official use of new social media sites must be approved by the Department Director and submitted to the Corporate Communications Director, explaining why this tool is appropriate for their target audience prior to site development. Per mention in Paragraph IV, the Police Department is exempt from this requirement and the Police Chief is the approval authority for establishing any new social media sites.
2. When submitting a proposal to the Corporate Communications Department to request official use of a new social media site, the department must supply the following information via email to the Corporate Communications Director:

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- a. Why do current City of Fayetteville social media platforms not meet departmental needs?
 - b. Why is this particular social media tool the appropriate outreach tool for the department's target audience?
 - c. Provide an example of the type of information and images that will be included on the proposed social media site.
 - d. Who will design the proposed social media site?
 - e. Which staff member in the department will be allowed administrator access to and provide content updates for the proposed social media site?
 - f. What are the estimated number of hours that will be dedicated to maintenance and content management of the proposed social media site?
 - g. Approximately how often will posts be made to the proposed social media site?
 - h. How will a link back to the City's official website, www.FayettevilleNC.gov, be provided on the proposed social media site?
 - i. Provide any other information you feel will be helpful in sharing the vision for the proposed social media site to help Corporate Communications make an informed decision regarding the request for approval of the use of the proposed site.
3. Each City social media site shall clearly identify the site as an official City site.
 4. Content posted on the City's social media sites must reflect the City's official position, not an employee's personal view.
 5. The designated social media site content manager can be any department employee approved by the Department director, who has a complete understanding of this policy and appropriate content management and technical experience to properly maintain the site.
 6. The administrators of City-approved social media sites are responsible for direct coordination with subject matter experts within the City of Fayetteville to resolve issues or requests made by the public concerning City-related issues. Questions, concerns and other issues not related to the City will be referred to the appropriate organizations, to the best of the administrators' abilities.
 7. One designated member of the Corporate Communications Department will have administrative privileges to all City-approved social media sites for contingency purposes. However, nothing will be posted on any department's social media sites without prior approval or coordination with the appropriate department social media manager.
 8. Official City of Fayetteville social media platforms that have a single login account should be set up using a City email address. Examples: Twitter, Pinterest and Instagram.

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9. Official City of Fayetteville social media platforms that have the ability to have multiple login accounts must have a master login account for that platform created and be given access to all City presences on that platform. This master account is maintained by the Information Technology Department. Examples: Facebook, LinkedIn, Google+.
10. Site administrators will take these security measures to minimize security risks to prevent fraud or unauthorized access to social media sites:
 - a. Make use of all the verification processes currently offered by social media platforms:
 - i. Facebook: Set up login notification to receive an email or text message whenever your Facebook account is accessed from an unfamiliar computer or mobile device; login approvals require a security code to access your account from an unfamiliar browser. Facebook also offers a variety of additional protective measures available on the site under Security Settings.
 - ii. Twitter: Enable mobile verification. Twitter will send a verification code to your phone whenever someone attempts to log in to your account. You won't be able to log in through Twitter.com without this code.
 - iii. YouTube: YouTube's 2-Step Verification is set in your Google account. Sign in to "My Account" (<https://myaccount.google.com/>). In the "Sign-in & security" section, select Signing in to Google. Choose 2-Step Verification. This will bring you to the "2-Step Verification settings page." (<https://www.google.com/accounts/SmsAuthConfig>) You will then see a step-by-step guide which will help you through the setup process. Once you're finished, you'll be taken to the 2-Step Verification settings page again. Be sure to review your settings and add backup phone numbers. The next time you sign in, you'll receive an SMS with a verification code.
 - b. Be vigilant about using unique passwords containing 8-15 characters, and include symbols, numbers and capital letters. For extra security, consider the use of a password manager, such as LastPass and OnePassword. It is also recommended that passwords to social media sites be changed every 90 days.
 - c. Use an app such as HootSuite for monitoring Twitter activity.
 - d. Verify that third-party apps on Facebook, Twitter and other social media sites are from a reputable company. If the app is hacked, personal social media profiles may also be vulnerable.
11. City social media sites may be subject to the North Carolina Public Records Laws and Records Retention Laws. All sites, when possible, must include the following disclaimer, stating "Correspondence to and from this site may be subject to the North Carolina Public Records Law and can be disclosed to third parties."
12. The content and records maintenance of each City social media site shall be the sole responsibility of the department producing and using these sites.


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13. City social media sites must be "family-friendly." Do not hide or delete comments without established guidelines posted on the site, when possible. Violation of the following is cause for deletion of the offending material from the social media site:
 - a. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
 - b. Posting of or links to sexually explicit content.
 - c. Solicitations of commerce.
 - d. Conduct or encouragement of illegal activity.
 - e. Spam.
 - f. Information that may compromise the safety or security of the public or public systems.
 - g. Threats.
 - h. Infringement on copyrights or trademarks.
 - i. Use of personally identifiable information or personally identifiable medical information.
 - j. In any instance where ambiguity exists as to whether and/or to what extent a post should be deleted, contact Corporate Communications and/or the City Attorney's Office.

14. Continued violation of any of the aforementioned information will be cause for blocking or banning an individual from City social media sites. Only comments that violate the terms set forth above should be deleted. A comment may not be deleted simply because it is deemed to be negative. If the comment is a complaint about City services and a solution can be offered, a response should be given on the site so other followers can see they can come to our social media channels for answers and assistance. Again, if any potential for First Amendment or other legal issues arises, contact the City Attorney's Office.

15. All statements and questions do not necessitate a response and an administrator should use her or his best judgment, based on guidance provided in this policy, to determine where responses are needed. This refers primarily to how, when and if they respond to determined detractors. Determined detractors are defined as persistent critics of an organization who are seemingly mounting their own public relations campaign against a particular topic or organization. While there is merit to monitoring determined detractors' posts and responding to some of them, there is equal merit in not responding to rants or attempting to get into a public argument or debate with those types of individuals. Always remember to keep to the moral high ground when dealing with determined detractors on your site. This is a judgment call that falls on the social media site administrator. If in doubt, contact Corporate Communications or the City Attorney's Office for guidance.

16. Where appropriate, Information Technology (IT) Department security policies shall apply to all City social media sites.


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17. The department responsible for its social media site must secure, or set privacy settings for, each social media site so that only City employees assigned by the applicable department can post to the site. The sites can allow others, such as members of the public, to post comments or other visitor-generated content directly to the site.

18. Crisis management; what steps to take if your account is hacked:
 - a. Immediately notify the Corporate Communications Department at 433-1751 and the social media platform's administration.
 - b. Immediately try to regain access to the account.
 - c. Once access to the account is obtained, change the password.
 - d. Delete any messages posted by hackers. Records must be maintained of any deletions.
 - e. Let followers know the site has been hacked and what is being done to correct the issue.
 - f. Review third-party apps. These could be used by hackers to gain access to the accounts.

19. The following should be taken into account when managing a City social media site:
 - a. Know your audience.
 - b. Monitor the site frequently and respond to comments/questions generally within 24 hours.
 - c. Monitor other City of Fayetteville social media sites for situational awareness and potential content that can be posted on your social media site.
 - d. Be visual. Updates should include links to imagery if possible.
 - e. Write updates in non-press release style.
 - f. Only identified administrators will post approved content.
 - g. The approval to block users on City approved sites will be made by the Corporate Communications Director. Exceptions can be made on a case-by-case basis.
 - h. City social media administrators are encouraged to scan external media sites for potential use and posting of select content on sites. Posting links to positive stories written by external media outlets is encouraged and appropriate, provided the content helps the City reach its strategic communication objectives and is posted in a way that clearly gives the external media outlet credit for its product.

20. Any department or division that creates and uses official City social media platforms must join the Public Information Officer Liaison Group, which meets monthly and is hosted by the Corporate Communications Department. Department directors must then send a designee to attend all monthly meetings.


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21. Always provide links to the City's official website for more information, forms, documents or online services necessary to conduct business with the City of Fayetteville.
22. When possible, City social media sites must adhere to the City's Branding and Corporate Identity Policy set forth by Corporate Communications.

VII. Use of Social Media as a City Employee on City Sites

The City understands that the use of social media has become a common form of communication. Employees who manage City social media platforms should adhere to the following guidelines, realizing that their comments could have serious repercussions on the City's image and ability to provide quality services to our residents:

1. Use of a City e-mail address and communicating in the official capacity of a City position will constitute conducting City business.
2. City policies, rules, regulations and standards of conduct apply to employees who engage in social media activities while conducting City business.
3. City departments have the option of allowing employees to participate in approved social media sites as part of their job duties. Department directors may allow or disallow employee participation in any social media activities in their departments in an official capacity.
4. Employees representing the City government via social media sites must conduct themselves at all times as a respectable representative of the City and in accordance with all personnel administrative and operating procedures and policies.
5. Employees must protect other employees' personal privacy, the privacy of citizens and the information the City holds. Employees must adhere to all privacy protection laws, e.g., HIPPA and the protection of sensitive and confidential City information.
6. Employees must not disclose any information that would jeopardize the safety of City staff or constitute the disclosure of personal or confidential information.
7. Employees must protect sensitive information that might jeopardize ongoing City activities and investigations, particularly with regard to Police and Fire/Rescue operations.
8. Employees must follow all copyright laws, public records laws, retention laws, fair use and financial disclosure laws and any other laws that might apply to the City or a functional area of the City.
9. Individuals, organizations and businesses with a social media presence can be tagged by City employees acting on behalf of the City related to a social media post; however, posts shall not promote, endorse or criticize any vendor, contractor or supplier. All social media content must be neutral in that regard.
10. Employees will not share proprietary information that is not a matter of public record, which may have been gained during duties performed as a City employee.

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11. Employees will not use ethnic slurs, profanity, personal insults or engage in any conduct that would not be acceptable in the City's workplace. Additionally, employees must avoid comments or topics that may be considered objectionable or inflammatory.
12. Employees should correct mistakes and not alter previous posts without indicating that a change has been made to that post. They should frame any comments or opposing views in a positive manner. If there are questions about how to do this, contact the Corporate Communications staff for guidance.
13. Employees should add value to the City through their social media interaction and provide worthwhile information and perspective in a respectful and professional manner.
14. Employees are encouraged to cross-promote information from other City-sponsored social media sites and in some cases, from external sites, where it helps to promote the City's objectives.
15. Use of social media that involves any kind of criminal activity or harms the rights of others may result in criminal prosecution or civil liability to those harmed or both.

VIII. Use of Social Media on Personal Sites


The City of Fayetteville fully supports the right of employees to maintain personal web pages and a social media presence while not on duty. The following is provided as guidance for those who do maintain a social media presence:

1. Do not provide or disclose the City of Fayetteville, other organization's or individual's non-public, confidential or other proprietary information.
2. Do not disclose or speculate on non-public financial, technical or operational information pertaining to the City of Fayetteville.
3. Do not discuss work-related legal proceedings or controversies, including communications with the City of Fayetteville's attorneys.
4. Do not cite or reference the City of Fayetteville's clients, partners or suppliers without their approval.
5. Do not disclose personal information about other individuals employed by the City of Fayetteville.
6. When possible, the following statement will be posted on the informational or about page of the personal social media site, stating "The postings on this site are my own and don't necessarily represent the City of Fayetteville's positions or opinions."

IX. Corporate Communications Responsibilities

The Corporate Communications Department will:

- a. Oversee the City's social media effort, led by the Department's social media manager.
- b. Routinely monitor content on the City's social media sites to ensure adherence to the Social Media Policy. Messaging should be consistent with the strategic goals of the City of Fayetteville.

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- c. Conduct a performance review of all City-wide social media sites on a quarterly basis. Sites that do not appear to be properly maintained will be considered for deactivation. If it is necessary to take this step, the Corporate Communications Director will coordinate directly with the appropriate Department Director prior to taking any action.
- d. Provide training to all City social media administrators regarding the terms of this social media policy, including their responsibilities to review content submitted for posting to ensure policy compliance. Training will be conducted on an as-needed basis as administrators change within their departments.

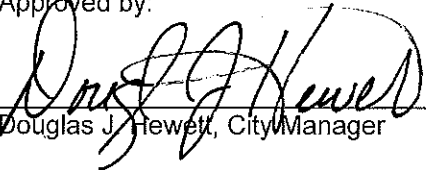
X. Other

Employees violating this policy may be subject to disciplinary action up to and including termination of employment.

Questions or concerns related to this policy should be addressed to the Corporate Communications Director at (910) 433-1978.

Initiating Department: Corporate Communications

Approved by:


03/30/17

Douglas J. Hewett, City Manager Date