

SOCIAL MEDIA USAGE FOR CBJ EMPLOYEES

I. PURPOSE

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, City and Borough of Juneau (CBJ) departments may use social media tools to reach a broader audience. The City encourages the appropriate use of social media to further the goals of the City and the missions of its departments in accordance with the provisions of this policy.

The City and Borough of Juneau has an overriding interest in what is written on behalf of the City on social media sites. This policy establishes guidelines for the use of social media by employees.

This policy applies when any CBJ employee uses social media tools to communicate with the public about the work of CBJ.

II. POLICY GUIDELINES

- A. All CBJ social media sites posted by departments will be subject to approval by the City Manager.
- B. The CBJ website, juneau.org, will remain the City's primary and predominant internet presence.
- C. The best, most appropriate CBJ uses of social media tools fall generally into two categories.
 1. As channels for disseminating time-sensitive information as quickly as possible (example: emergency information)
 2. As marketing/promotional channels to increase the City's ability to broadcast its messages to the widest possible audience.
- D. Wherever possible, content posted to CBJ social media sites will also be available on the City's main website.
- E. Wherever possible, content posted to CBJ social media sites will contain links directing users back to the City's official website for in-depth information and online services necessary to conduct business with the City and Borough of Juneau.
- F. Departmental public information staff will be responsible for the content and upkeep of any social media sites their department may create.
- G. CBJ social media sites are subject to the State of Alaska public records laws. 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 Department maintaining the site is responsible for responding completely and accurately to any public records request for public records on social media. Content related to CBJ business shall be maintained in an accessible format so that it can be produced in response to an information request. Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure. Users shall be notified that public disclosure requests must be directed to the Municipal Clerk. The responsible department will assign staff to maintain information timeliness and accuracy, and respond to public feedback in a timely and routine manner.

- H. Alaska State law and relevant City and Borough of Juneau records retention schedules apply to social media formats and social media content. Social media sites typically contain an archival function where users may, periodically, download records of their use of the platform from time to time. Departments are responsible for downloading records of their social media platform use no less frequently than quarterly to a CBJ file server and holding these records pursuant to the records retention schedule. Use of social media platforms that lack an archival function is not recommended for reasons of staffing efficiency.
- I. Users of CBJ social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between City departments and members of the public. CBJ social media site articles and comments containing any of the following forms of content shall not be allowed.
 - 1. Comments not topically related to the particular social medium article being commented upon;
 - 2. Comments in support of or in opposition to political campaigns or ballot measures;
 - 3. Profane language or content;
 - 4. 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;
 - 5. Sexual content or links to sexual content;
 - 6. Solicitation of commerce;
 - 7. Conduct or encouragement of illegal activity;
 - 8. Information that may tend to compromise the safety or security of the public or public systems; or
 - 9. Content that violates a legal ownership interest of any other party.

These guidelines must be displayed to users or made available by hyperlink.

- J. CBJ reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available.
- K. All new social media tools proposed for CBJ use will be approved by the City Manager and the appropriate department director.
- L. The City Manager will maintain a list of social media tools which are approved for use by the City departments and staff.

III. SOCIAL MEDIA STANDARDS

TWITTER STANDARD

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 Juneau.org for more information.

Content

- A. Each department will have only one Twitter account, unless otherwise approved by the City Manager. Account information, including usernames and passwords, shall be registered with the City Manager.
- B. The department's Twitter bio will read: (Department name) Comments, list of followers subject to public disclosure. If appropriate the following will be added: This site is not monitored. Call 911 for emergencies.

- C. Twitter usernames shall begin with "CBJ," e.g., CBJPD, CBJPW.
- D. Department Twitter account backgrounds will share a standardized CBJ logo.
- E. Twitter accounts shall serve three primary purposes:
 1. Get emergency information out quickly.
 2. Promote CBJ-sponsored events.
 3. Refer followers to content hosted at juneau.org.
- F. Information posted on Twitter shall conform to the policies and procedures of the department posting the information. Tweets shall be relevant, timely, and informative.
- G. Communications personnel shall ensure that information is posted correctly the first time. Twitter does not allow for content editing.

FACEBOOK STANDARD

Facebook is a social networking site. Businesses and governments 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 web sites at juneau.org and to inform more people about CBJ activities. These standards should be used in conjunction with the City's social media use policy. As Facebook changes these standards may be updated as needed.

Establishing a page

- A. Type of 'pages'
 1. CBJ will create 'pages' in Facebook, not 'groups.' Facebook 'pages' offer distinct advantages including greater visibility, customization and measurability.
 2. For 'type' description, choose 'government.'
- B. Boilerplate
 1. In collaboration with the Department managing the page, the CBJ Webmaster will standardize and provide the Facebook page's cover and profile images in order to ensure a standard of quality throughout all CBJ pages. This does not mean that all images will be the same, except that the city logo will be added to all CBJ pages.
 2. Departments will complete the Page Info section as fully as possible.
 3. If comments are turned on, the Facebook page should include a tab/link to a Comment Policy Tab with the following disclaimer:

Comments posted to this page will be monitored. The CBJ reserves the right to remove inappropriate comments including those that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, support or oppose political candidates or ballot propositions, promote illegal activity, promote commercial services or products or are not topically related to the particular posting.
- C. Link to the CBJ
 1. A link to juneau.org will be included on the Page Info page
 2. CBJ department and project pages should be page favorites of other CBJ Facebook pages.
- D. Page Naming
 1. Page name should be descriptive of the department.
 2. The City Manager will approve proposed names.
- E. Page Administrators
 1. A successful page requires "babysitting." There will be a designated department administrator that is responsible for monitoring the Facebook page. Posts should be approved by the administrator or their alternate.
 2. The administrator is responsible for making sure content is up-to-date. Departments will designate a back-up person in the administrator's absence.

F. Comments and Discussions Boards

1. Comments to the timeline generally will be turned off but may be allowed on a case-by-case basis with request from the department and approval from the City Manager. Discussion Boards/apps should be turned off unless prior approval has been granted by the Manager or Manager's designee.

G. Applications ("Apps")

1. 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.
2. An application should not be used unless it serves a business purpose, adds to the user experience, comes from a trusted source and is approved by the Manager or Manager's designee.
3. An application may be removed at any time if there is significant reason to think it is causing a security breach or spreading viruses.

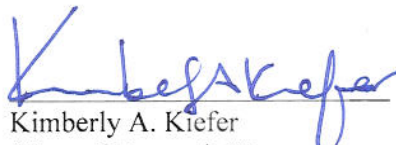
IV. GENERAL PROVISIONS

Scope: This policy applies to all agencies and employees of the City and Borough of Juneau, Alaska.

A. Authority to promulgate policy: The City Manager of the City and Borough of Juneau, Alaska, maintains the authority granted by the CBJ Charter to order policy and the guidelines for implementation.

B. Effective Date: This policy will take effect on date policy is signed.

Dated at Juneau, Alaska, this 9th day of December, 2014


Kimberly A. Kiefer
City and Borough Manager