

MEMORANDUM

TO: HONORABLE MAYOR AND CITY COUNCIL
FROM: ASSISTANT CITY MANAGER CYNTHIA ALAMILLO
RE: SOCIAL MEDIA POLICY
DATE: AUGUST 3, 2017

RECOMMENDED ACTION:

Motion to adopt the social media policy.

BACKGROUND INFORMATION:

The use of social media to interact with the general public is becoming more and more frequent, even in the public sector. Social media can play a decisive role in motivating and engaging citizens by creating new communication channels and opportunities to broadcast information. In addition, the use of social media can increase the awareness of the City's current issues and improve the communication during an emergency. As such, the City should adopt the use of social media through a policy.

The Social Media policy was created to guide City employees using social media in performing authorized work for the City. The policy does not apply to an employee's personal use of social media.

The proposed policy addresses the following issues:

- Purpose of social media.
- Responsibility and maintenance issues.
- Authorized employees.
- Public records.
- Guidelines for employee's use of social media.

Staff recommends that the City approves the Social Media Policy.

CITY OF MANZANITA POLICY MANUAL

POLICY LETTER

TO: All Departments SUBJECT: Social Media Policy REFERENCE:	Classification: Administration Authored By: City Staff Approved by Mayor: Date: _____ Michael Scott Date effective: _____ Date expires: open Policy Number: _____
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The City of Manzanita recognizes the value of Social Media in connecting with its constituents. The City finds Social Media to be a valuable tool to distribute information and reach a broader audience. The following policy is created to guide City employees using Social Media in performing authorized work for the City.

- **Using Social Media.** Social media sites shall be used for City business to release news and other public information in addition to traditional distribution outlets. The City does not acknowledge social media to be anything more than a vehicle for communication.
 1. Departments that open a Social Media account are responsible for maintaining the account and responsible to ensure compliance with the City's policy.
 2. Departments shall use a City email address to join the Social Media account opened by the Department. Using the City's email address will ensure personal and professional communications are separated.
 3. Departments shall identify those employees authorized to use Social Media. Only those employees who are authorized shall engage in Social Media activities on the City's behalf.
 4. All Time spent on social media during work hours should be dedicated to City related tasks.
 5. Departments must assume that all content posted on Social Media sites is a public record and manage it accordingly.
- **City approved Social Media Tools**
 1. The City will review and approve all new Social Media sites proposed for use.
 2. For each social media site approved for use by the City, operational guidelines will be developed and adopted.
 3. Social Media use will be reviewed periodically to assess effectiveness and provide suggestions for changes and improvements.
 4. The City approves the following social media tools:
 - Facebook

GUIDELINES FOR THE USE OF SOCIAL MEDIA

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

I. Objectives

1. Extend the reach of existing City messages online.
2. Demonstrate the City's commitment to community outreach and engagement.
3. Provide a way to update and educate the community.
4. Disseminate timely information.
5. Promote City-sponsored events.
6. Highlight outstanding individuals and organizations that contribute to the City and the region.

II. Social Media Best Practices

1. Post meaningful and respectful comments.
2. Always pause and think before posting.
3. If you make a mistake, admit it. Be upfront and be quick with your correction.
4. Remember that what you publish will be public for a long time.
5. Keep posts short and specific.
6. Be consistent, post frequently and timely.
7. Include images whenever possible.
8. Provide content that is relevant, concise and appropriate to the City's audiences.
9. Use familiar words and avoid the use of jargon.
10. Know your target audience.