

City of New Smyrna Beach & CRA



Social Media and Digital Marketing

INTRODUCTION

The purpose of the Social Media and Digital Marketing Policy is to ensure the proper and strictly limited use of municipal social sites, web based marketing and technologies.

This Policy establishes guidelines for the use of City owned social media and websites. The Policy is intended to apply to social media sites including, but not limited to, Facebook, Twitter, Google+, YouTube, and other similar websites, blogging and other internet-based media sites.

Publicly posted information must be professional as it reflects on the City of New Smyrna Beach, its employees, volunteers, programs, policies and services. Employees must check facts, cite sources, present objective information, acknowledge and correct errors and check spelling and grammar before publishing any posts. Further, employees are personally responsible for the City-related content they publish on non-City-managed social media sites, blogs, websites or any other form of personally generated media.

City social media are not a substitute for or a replacement of available public fora or the expression of political speech and policy opinion or for the communication on any subject matter unrelated to the programs, regulations and services of the City and cannot be used as public fora.

GOALS

- Increase public awareness of City programs, regulations and services.
- Communicate objective information about City programs, regulations and services among government officials, civic leaders and the general public.
- Maintain objective, professional and responsive communications about City programs, regulations and services with members of the public and the news media.

AUTHORIZATION

All City social media accounts and pages shall require approval by the city manager or the city manager's designee before being created. Such approval shall be based on whether such site furthers the City's purposes.

OWNERSHIP

All social media communications messages that are composed, sent or received on the City's IT equipment or used in official City business or representing the City of New Smyrna Beach are the property of the City of New Smyrna Beach and subject to public disclosure. The City of New Smyrna Beach reserves the right to not publish any posting or to remove it later. All postings will be preserved as public record.

WEBSITE

The municipal website (www.cityofnsb.com) shall remain the primary and predominant internet presence.

The appropriate City uses of social media as tools fall generally into two categories:

- As channels for disseminating time-sensitive information as quickly as possible (example: emergency information).
- As marketing or outreach channels which increase the ability to broadcast messages and goals to the widest audience possible.

INITIAL SETUP OF SOCIAL MEDIA ACCOUNTS

The Information Technology department or the “Social Media Publisher” designated by the city manager shall set up the City’s main administration account for the authorized social media site using a City email address.

All social media sites will contain links directing users back to the City’s website for in-depth information, forms, documents or online services necessary to conduct business with the City.

The designated social media publisher shall review and approve content that is intended to be posted to any City social media site and determine whether the content is in conformance with this policy. Employees may not post comments or content to a City social media site from City owned or personal accounts without prior authorization from the designated social media publisher or city manager.

Information Technology shall turn off the comments or posts display features of social media. If such features cannot be turned off, the City reserves the right to:

1. Reject the social media site for use by the City; or
2. Terminate the use of any previously approved City social media site at any time; or
3. Remove inappropriate content as set forth in this Policy.

Information Technology shall determine whether the social media site allows for data retention of posts and comments. If such feature is not possible, the Information Technology department reserves the right to:

1. Reject the social media site for use by the City; or
2. Terminate the use of any previously approved City social media site at any time; or

The following statement shall be prominently displayed on all City social media websites:

IMPORTANT NOTICE UNDER FLORIDA'S PUBLIC RECORDS LAW:

Please be aware that under Chapter 119, Florida Statutes, every response and submission to this website is a public record and may be posted for as long as the website administrator allows for such item to remain posted. If any submission is removed by the City, all of such removed submissions will be stored by the City offline and will be a public record available for inspection to the extent allowed by Chapter 119, Florida Statutes. Requests for public records cannot be made via this site but shall be directed to the City Clerk.

MANAGEMENT OF SOCIAL APPLICATIONS

The City of New Smyrna Beach's designated social media publisher is responsible for overall social media information-related administration and will:

- Maintain the site, including the look and feel and pages.
- Serve as the internal City contact for departments to submit posting information.
- Upload informational posts from internal departments/divisions.
- Obtain right to publish permission from city manager.
- Review each post from external users for conformance with this policy. Other editing may be made to correct spelling or grammatical errors.
- Coordinate review with the appropriate city attorney for legal issues.
- Moderate comments (see Moderating Public Comments).

The City's Information Technology department is responsible for ensuring archiving of social media sites / pages.

All department and City service-related information will be posted on a single social media site for each medium. For example, only one Facebook page will represent City of New Smyrna Beach services. The site will have wording that indicates who the owner of the site is and contact information for the individual maintaining the site. The name of the City must be clearly

designated on the site.

TERMS OF USE

When using social networking sites technologies, City postings will:

- Use appropriate language and not use discriminatory slurs, personal insults, obscenity, profanity, rudeness or engage in any communication that is not acceptable in the City's workplace.
- Demonstrate proper consideration for others' privacy.
- Not post for topics that are considered objectionable or inflammatory, such as politics and religion.
- Be aware that what is written will not only reflect on the writer, but also on the officials and employees of the City of New Smyrna Beach.
- Not provide confidential information about cases or clients, including names, or use such material as part of any content added to a site.
- Not comment on business partners or their competitors' practices or services or use such as part of content added to a site.
- Not post material that could be construed as promoting private commercial interests.
- Not provide others with confidential or proprietary information that would compromise negotiations or including such as part of content added to a site without permission to publish or report on conversations that are meant to be private or internal to the City of New Smyrna Beach.
- Post photos of clearly identifiable people only when signed model releases are on file.

INTERNAL AND EXTERNAL USERS

Social media is to be used for informational purposes only. If a social media user wishes to contact City Commission or Administration or to request City services, the user can visit the City's official website: www.cityofnsb.com.

The City of New Smyrna Beach social media accounts and pages are maintained and moderated by the designated social media publisher to ensure that posted comments are relevant, objective and suitable and of general interest for all readers while respecting a range of opinions and points of view.

Posting defaming, harassing or threatening material, or otherwise violating the rights of others,

including their privacy; Misrepresenting one's person, background, or character; Posting any defamatory, infringing, obscene, rude, false, or unlawful material; Selling, advertising, or exchanging any goods or services unless expressly allowed; Posting any copyrighted material owned by a third party.

Users post and comment to any social media site or platform of the City of New Smyrna Beach at their own risk. While prescribing proper use of such fora, the City of New Smyrna Beach cannot assure that violations of this policy by external users will not occur.

EXTERNAL LINKS

To facilitate public convenience, the City's networking sites or websites may contain links to other social networking or websites that are not owned, regularly reviewed or controlled by the City. The provision of direct links is not an endorsement or sponsorship of these external sites, their content or their hosts. The City is not responsible for what a user may find on another site, whether or not operated by the City. The views and opinions of the authors of documents published on or linked to the City's social networking site or websites do not necessarily state or reflect the opinion, policy or position of the City.

The City of New Smyrna Beach is not responsible for the content, quality, accuracy or completeness of any offsite materials referenced by or linked through the City's social networking sites or websites.

By using the City's social networking sites, the user acknowledges and accepts that the risk of injury or damage from viewing, hearing, downloading or storing such materials rests entirely with the user and that the City is not responsible for any materials stored on other social networking sites or websites, nor is it liable for any inaccurate, defamatory, offensive or illegal materials found on other social networking sites or websites. The City invites users to report any inappropriate content on external sites.

The City does not endorse any content, viewpoint, products or services linked from its social networking sites and shall not be held liable for any losses caused by reliance on the accuracy, reliability or timeliness of such information. The City does not warrant the accuracy or reliability of or endorse any products or service providers listed or linked to its site.

Links to other social networking sites or websites are approved if they meet the following criteria:

- They are state, regional, local or federal government agencies, special purpose districts, hospitals, scientific or cultural organizations serving the New Smyrna Beach community and public and private not-for-profit educational institutions.
- They are human service organizations that receive direct support from the City of New Smyrna Beach.

- They are not-for-profit community festivals and events that are open to the general public and that are sponsored or co-sponsored by the City of New Smyrna Beach.
- No links are allowed to sites containing inappropriate material or to information irrelevant to the City's mission or services.
- The City's review team, consisting of the city attorney, IT department, and social media publisher has the authority to approve external links.
- The City's review team is authorized to order removal of material that is noncompliant with these guidelines from the City's social network sites.
- Links shall not be made to sites that are for-profit or those associated with, sponsored by or serving a candidate for elected office or any political party or organization supporting or seeking to defeat any candidate for elective office or ballot proposal.

PRIVACY AND SECURITY

The City has the right to monitor employees' social media use on City equipment and will exercise its right as necessary. Users do not and should have the expectation of privacy. Social media are not secure means of communication.

MODERATING PUBLIC COMMENTS

Where moderation of comments is an available option, comments from the public will be moderated by the City of New Smyrna Beach designated social media publisher in compliance with the comment policy. Moderation will be before posting, where available.

In general, comments that are abusive, obscene, profane, defamatory, disparaging, rude, in violation of copyright, trademark right, or other intellectual property right of any third party, or otherwise inappropriate or incorrect will not be posted.

Where moderation prior to posting is not an option, sites will be regularly monitored by the designated social media publisher.

OTHER CONSIDERATIONS

Postings shall not violate any federal, state or municipal laws. For example, they can not:

- Reveal information about ongoing investigations
- Violate the regulatory process
- Circumvent Public Records and Open Meetings Laws

- Violate privacy or copyright
- Postings must not contradict or encourage misuse of City of New Smyrna Beach directions, guidance or other official information.