



CITY OF MANCHESTER ADMINISTRATION POLICY

ORDER #: 103.00	SUPERSEDES:
EFFECTIVE DATE: 03-17-2020	ISSUING AUTHORITY: City Administrator

SOCIAL MEDIA POLICY

103.00 PURPOSE

The City of Manchester (“City”), a legitimate government, has an interest in maintaining effective, efficient, and consistent communications with the public and its employees. While the City’s website (www.manchestermo.gov) is the City’s primary Internet presence, the City recognizes that, when used appropriately, social media may be useful in reaching a broader audience in furtherance of the City’s goals.

103.01 OBJECTIVE

The objective of this Policy is to provide guidance to City employees, volunteers, consultants, and contractors (“Users”) on the City’s use of social media applications, used to promote the City; its services and programs, and enhance the public’s knowledge and use of City services. All employees, volunteers, consultants, contractors, and other authorized non-employees administering or managing social media applications on behalf of the City must adhere to this Administrative Procedure (which shall also be known as the “Guidelines”) as well as all other applicable Administrative Procedures.

103.02 DEFINITIONS

City Social Media Sites – Includes the official (primary) and all department (secondary) pages, sections or posting locations in social media websites established or maintained by an employee of the City who is authorized to do so as part of the employee’s job and that are used to communicate with the public on City business.

Social Media – Internet-based technology communication tools with a focus on immediacy, interactivity, user participation, and information sharing. These applications include social networking sites, forums, weblogs (globs, vlogs, microblogs), online chat sites, and video/photo posting sites or any other such similar output or format. Examples include Facebook, Twitter, Instagram, Snapchat and YouTube.

City Administrator –the official employed by the city of Manchester’s elected Board of Aldermen to direct the administration of a city government.

(03.17.2020)

Social media administrator – City employees expressly designated by the City Administrator or their Department Director to maintain oversight of a social media site. A social media administrator’s authority is limited to the policies and procedures of the City.

Responsible employee – City employees expressly marked by or involving responsibility or accountability by the City Administrator or their Department Director to make changes to social media site. A responsible employee’s authority is limited to the policies and procedures of the City.

103.03 ESTABLISHMENT

Effective as of the date of this Social Media Policy’s initial adoption, any new departmental (secondary) social media site of the City must be approved by the City Administrator. Without approval from the City Administrator, no other new City social media site is permissible. Requests to establish departmental social media sites must contain an explanation of the business necessity for establishing such a site. Requests are to be submitted to the City Administrator’s office who will review and grant approval or deny the request.

103.04 RESPONSIBILITY

Each Department Director is responsible for implementing the provisions of this directive and designating a department’s social medial administrator(s). All social media administrators of the City shall:

- 1) Ensure the City’s social media department sites are regularly maintained and kept current.
- 2) Ensure that all information posted to a City’s social media site is accurate, professionally presented, respectful, relevant, and on topic with the mission. Care must be taken to ensure that grammar and spelling are correct. Mistakes must be corrected quickly.
- 3) Review information posted to the City’s social media sites to ensure the content is appropriate, professional, and consistent with the City’s policies and the purpose for which the site exists. Frequent review of sites that provide opportunity for comment or other interaction is essential.
- 4) Enroll in and maintain archival third-party account.

103.05 GUIDELINES

- 1) Any and all information posted on social media applications created by, or on behalf of the City or a City Department must:
 - a. Directly pertain to the City of Manchester, or to the particular City Department’s operation or functions, or for educational, general information or community engagement purposes;

- b. Ensure City or department employees who participate in social media outlets on or off-duty are subject to the same standards for such communications as set forth herein;
 - c. Contain information that is freely available to the public, that is not classified confidential by any policy of the City, or by local, state, or federal law;
 - d. Comply with all applicable federal, state, and local laws, and regulations. This includes copyright laws, records retention laws, the Freedom of Information Act, privacy laws, and employment laws;
 - e. Not contain Confidential or proprietary information;
 - f. Be factual;
 - g. Not include photographs of a featured minor without acceptance of City's general waiver, or verbal or written release from the minor's parent or legal guardian;
 - h. Be managed so that language posted is not prohibited political activity, that is illegal, or that violates any other Federal, State, or City policy, code, regulation, or procedure;
 - i. Not include comments referring to political campaigns, ballot measures, or other political issues unless authorized by the City Administrator, and when so authorized, such comments shall be unbiased, factual, and for informational purposes only;
 - j. Be managed so that postings, comments, or statements on social media applications that announce functions or events sponsored, endorsed by, or conducted by the City, another local public agency, the State, the United States government, other public safety agency or local nonprofits are permitted. Such postings should be professional and edited to be typographically and grammatically accurate.
- 2) Special consideration shall be given to social networking applications, websites, or channels that permit and invite responsive posts, comments or messages by the public. Such interactive postings can benefit the City because they provide a means for residents and other interested persons to express opinions or suggestions, while providing information or feedback on City programs, services, and events. It is important to note that responsive posts may contain links, pictures, and videos that must be reviewed to confirm compliance with this administrative procedure.
- 3) City-managed, or sponsored social media applications, websites, or channels that allow responsive posting of comments or messages by residents, the public, or other interested persons or entities shall do so according to the following:
- a. The Department Director, or responsible employee authorized by the Department Director as responsible for monitoring any persons, including members of the public's,

(03.17.2020)

responsive posts, comments, or messages to content generated by the City, must make a good faith attempt to post this Administrative Procedure so that it appears upon, within, or links directly to this Administrative Procedure, whether through a link to the City's website or the City's social media application's main page (this Administrative Procedure may, for example, be posted on the "About" tab of a Department's Facebook page).

- b. Each Department must publish, whether directly to the social media application or on the City's website that links to the social media application, the following: (a) The purpose of the Department's use of the social media application or website (by, for example, stating the Department's purpose on the "About" tab of the Department's Facebook page); (b) if responsive posting, comments or messages are allowed by members of the public, then an invitation for such posts, comments, and messages germane to the purpose of the Department's application or website; and (c) a description of the kinds of posts, comments, images, videos, or messages that are objectionable. Please refer to Section 4 below.
 - c. The responsible employee monitoring posts, comments, images, videos or messages in response to content generated or posted by the City shall, at all times, use their best judgment in deciding whether or not to react to responsive posts, comments, or messages. Engaging with any persons that comments in an argumentative or offensive manner should be avoided.
 - d. The City's social media application or page must provide a mechanism for the responsible employee to remove comments, posts, images, videos or messages that violate this administrative procedure.
 - e. The responsible employee must monitor the Department's social media application daily to ensure compliance with these Guidelines. If a Department is unable to monitor a social media application or page daily, then the ability for comments or messages to post to the application or page should be disabled.
- 4) Social media content, comments and messages containing any of the following will be removed:
- a. Comments posts, messages, images, or video not related to the purpose of the Department's use of the social media application or page, including hyperlinks to material that are unrelated to the discussion posted by the Department or the Department's purpose;
 - b. Profane language or content;
 - c. Content that promotes, fosters, or perpetuates discrimination on the basis of race, religion, color, national origin, gender, gender identification, sexual orientation, marital status, age, or physical or mental disability, or any other protected status;

- d. Personal attacks, insults, fighting words, language that exhibits bullying behavior, or language that threatens physical, emotional, or mental harm;
- e. Sexual, obscene, or lewd content, or links to sexual content.
- f. Commercial solicitations, promotions, requests for product or service endorsements, or spam;
- g. Conduct or encouragement of illegal activity;
- h. Content that violates a legal ownership interest of any other party;
- i. Information that may compromise public safety or health;
- j. Content that violates Federal or State laws or regulations, or the City's Municipal Codes;
- k. Content that does not clearly provide, or is deliberately deceptive, as to what person or which organization is the author or origin of the comment or responsive posting.

This policy is effective from and after March 17, 2020.

By order of:



City Administrator

Distributionsd: All Department Personnel

(03.17.2020)