



SOCIAL MEDIA AND RELATED TECHNOLOGIES (SMART) POLICY

PURPOSE:

To establish guidelines on the proper use of social media and other online tools such as Twitter, Facebook, MySpace, YouTube, Linked In, Pintrest, Flickr, blogs and all other similar social media applications for communications and marketing.

DEFINITIONS:

City and County: the City and County of Broomfield, a Colorado municipal corporation and county.

Department Head: an employee, appointed by the City and County Manager, who serves as the administrative head of a department. Departments are defined in Chapter 2-60 of the Broomfield Municipal Code.

Employee: a full-time, part-time or temporary employee of the City and County. It does not include volunteers or independent contractors.

User: any employee or volunteer of the City and County, or any independent contractor working for the City and County and authorized to use the City and County's networks and systems. Each department must follow the rules of the Information Technology department to request access for users.

Personnel Merit System: Chapter 2-14 of the Broomfield Municipal Code.

Social Marketing Administrators (SMAs): Departments or divisions that receive approval for a social media site must designate a social media administrator who is accountable for content and implementation of specific tool. Additional SMAs may be designated by the department or division for posting content.

Social Media: Forums to convey important information to the public through networks of people

I. POLICY AND PROCEDURES

Establishing Social Media accounts - The Director of Governmental Affairs & Communications or designee will review each request and determine whether it is consistent with the Broomfield's Communications annual strategic communications plan and its vision and mission.

City and County departments/divisions may request authorization to create accounts only for the purposes of:

- Marketing
- Providing public information
- Audience engagement
- Other purposes that serve customers and further the mission of the Department/division and the goals of the City and County

Any request by a department/division to establish a social media account shall make a business case for why authorization should be granted and shall detail the following:

- Reason for use
- Goals/objectives
- Target audience
- Approach for use
- Resources available to maintain site (sample calendar/ communications plan)
- List of authorized Social Marketing Administrators (SMAs)

No unauthorized social marketing activities representing the City and County or any of its departments/divisions are permitted.

II. ACCOUNT ADMINISTRATION

Once approval is granted, requesting staff will work with the Communications Division to launch the account.

Only City and County email addresses will be posted on the site or used to create social media accounts.

Accounts will be created and maintained by City and County staff known as Social Marketing Administrators (SMAs)/Web Representatives. While City and County departments/divisions may identify more than one SMA for the purpose of content, each department/division will identify an SMA that is accountable for all content generated under City and County auspices.

If an SMA terminates his or her employment with the City and County, responsibility for administration of accounts will be turned over to another designated SMA. User names and passwords shall be changed and/or deleted immediately to avoid security-related issues.

The Communications Division will serve as the City and County's lead SMA; however, department/division SMAs will be assigned to complete the following duties:

Posting events, hot new items, important notices, interesting articles, pictures, messages, etc., to the City and County 2.0 Web based tools and, when appropriate, building interactive tools, developing campaigns to promote interaction, developing strong connections between all electronic channels of communication.

All SMAs will meet on a regular basis to discuss content and operations to ensure consistency across all official City and County social media accounts.

Any comments that are removed consistent with the Communication Systems Policy's legal disclaimers should be saved and forwarded to the Communications Division for tracking in tandem with regular SMA meetings.

The Communications Division will maintain a master list of all approved City and County social media accounts, SMAs and login information.

III. SITE DESIGN/LAYOUT

Social media platforms must adhere to the current and future City and County graphic design standards and branding guidelines to ensure adopted standards are upheld. Brand template will be provided by the Communication Division.

City and County Facebook pages should "like" all corresponding City and County controlled pages and accounts. Individual SMAs may work with the staff in the Communications Division to determine other "likes."

IV. CONTENT

Content posted on all social marketing sites will be newsworthy, timely, interesting and pertinent to fans/followers. It is the responsibility of each SMA to ensure that content aligns with the policy, operating procedures, and the City and County's Mission.

Updates will be made no less than once each week on Facebook and three times each week on Twitter. Individual departments and SMAs will be responsible for monitoring. The Communications Division will periodically review frequency of postings and activities.

SMAs shall not post non-published or draft materials on any social marketing applications.

All sites will post the following disclaimer: "This Facebook fan page is monitored by the (specific) department within the City & County of Broomfield. We welcome your comments and expect that the conversation will follow the general rules of respectful civil discourse. "

Contributors are responsible for everything that they submit/post in their comments and all posted comments are considered part of the public domain.

Please note that the comments expressed through any City and County of Broomfield social media do not necessarily reflect the opinions or positions of the City and County of Broomfield, its officers or its employees.

The City and County reserves the right to delete inaccurate information and to post accurate information in response, as well as delete comments containing degrading or obscene language or material.

The City and County does not post inappropriate hyper-links or email addresses. For full policy on comments, please visit our website. To report a technical problem, please contact the Governmental & Communication Department.

Twitter accounts will post a link to the disclaimer housed on the Broomfied.org website.

The use of social media tools must comply with applicable federal, state, and city and county laws, regulations, policies and business etiquette.

All content must respect copyright and fair use laws. Every document, email, and online post is public record subject to the Colorado Open Records Act and the federal Freedom of Information Act.

Content shall be directly related to a specific department's and the City and County's mission, vision and values. Content shall be professional and reflect well upon the City and County or department. The following will not be allowed:

- Degrading or obscene language or comments
- Sexual content or links to sexual content
- Comments on work-related legal proceedings or ongoing investigations
- Solicitations of commerce
- Conduct or encouragement of illegal activity
- Confidential or proprietary information
- Information that may tend to put at risk the safety and security of the public or public systems

All social media accounts must follow the City and County's Communication System Policy. We will not share or sell any personal information obtained from users with any other organization or government agency except as required by law.

An editorial calendar will be established and be viewable by all SMAs via a Google shared file. It will be the responsibility of SMAs to foster relationships among individuals across City and County departments to act as leads/sources for stories and articles.

Monthly meetings will be hosted to include SMAs to discuss upcoming topics for the weeks ahead, assign responsibilities and review social media activity from the past (planned vs actual).

Some items posted on Twitter will not be posted on Facebook, so the following key has been developed:

- F = Facebook
- T= Twitter
- FT= Both Facebook and Twitter
- Orange - Posted Topics (current events)
- Purple-Topic Ideas (future events)

SMAs will meet (via conference call, if necessary) on a monthly basis to discuss topics for the upcoming weeks, delegate who is responsible for each topic, identify who has the information and establish deadlines for each posting, etc. In addition, the Communications Division will provide an update at the Department Head meeting of social media activities.

Below are sample types of content that could be posted to social media platforms. While this is not a complete list; editorial coordination is essential for success and keeping the City and County's presence relevant:

- Information on programs/activities for resident/specific stakeholder
- Participation
- City Council meetings/outcomes
- Closures or late starts
- Fun facts/trivia
- Questions of the week
- Re-tweets/posts other news/facts/etc. from other Twitter profiles

Hashtags must be incorporated on tweets in order to increase the tracking ability.

For a more detailed outline of SMA responsibilities please see the Social Marketing Administrators Responsibilities and signature page.

V. COMMENT RESPONSE

The SMAs will respond to comments as soon as possible, but no later than two business days of receipt. If a response requires more research, SMAs should respond to let the community know the course of action.

SMAs will review posts, determine if a response is needed and may seek assistance from other City and County staff.

Each SMA will be responsible for responding to comments on their respective accounts, including Direct Mentions.

VI. EMPLOYEE USE

Unless authorized as set forth above, City and County employees are prohibited from making use of the City and County's social media or Web 2.0 tools.

City and County employees shall not make personal use of social media or Web 2.0 tools during working hours or by means of a City and County computer except as allowed under the Use of Communications Systems Policy.

City and County employees that use social media or Web 2.0 tools outside of work hours should make it clear in their posts that they are not speaking on behalf of the City and County in any way and should consider posting a "disclaimer" along with any content related directly or indirectly to City and County government or the employee's job duties. (Ex: The opinions expressed in this post are my personal thoughts and opinions. I am no way intending to represent the City and County of Broomfield when sharing this information.)

City and County employees shall not edit content pertaining to the City and County of Broomfield online encyclopedias such as Wikipedia without the consent of the City and County Manager.

City and County employees should be aware that not all speech is protected by the First Amendment, even when such speech is made within the confines of an employee's private social media account, site or platform, and that caution should be exercised when making comments related to city government, city policies or the individual's employment situation or job duties.

VII. LEGAL ISSUES

The following disclaimer or a link thereto shall be prominently posted or included on all City and County of Broomfield Social Media and Related Technologies accounts.

The City and County of Broomfield's use of Social Media and Related Technology is provided as a public service. The City and County of Broomfield disclaims liability for ads, videos, promoted content or comments accessible from any web page. The responsibility for external content or comments rests solely with the organizations or individuals providing them. Inclusion or appearance on a City and County of Broomfield social media or related technology account of external content or comments in no way implies endorsement, acknowledgment or acceptance thereof by the City and County of Broomfield.

First Amendment Issues - Opportunity for the general public to comment will be a Designated public forum - The City and County would have restrictions on who can and cannot post comments or information on the site BUT such restrictions MUST be tied to the site's purpose. If the restrictions are not tied to the site's purpose they may be deemed unconstitutional.

Creation of a designated public forum is accomplished by inclusion of a clear and concise disclaimer or policy statement that identifies what type of posts are acceptable and permitted and which will be removed by the administrator. For example, if the account were created for the Open Space Division, comments and postings may be

limited to that subject. A comment unrelated to the accounts purpose may be removed by the administrator provided there was language indicating to the public that comments should be limited to the purpose and subject matter of the site.

Even with the creation of a limited or designated public forum, the administrator of the social media account must be aware that the City and County has only limited authority to regulate or restrict written speech in the form of social media postings. If the individual ties the comment to the subject, even narrowly, it is best to leave the comment rather than remove it so as not to infringe on free speech rights.

Some types of social media accounts, such as micro blogging allow for creation of a closed non-public forum in that only the creator itself is allowed to post on that account.

Issues Related to Employee Speech: Courts have established that speech related to an Employee’s job duties is not protected under the First Amendment. This includes the online written speech of an Employee in his or her official capacity. As such activity of any Employee online should adhere to the Use of Communications Systems Policy of the City and County and all other applicable Broomfield policies. Failure to adhere to these policies can result in corrective or disciplinary action in accordance with Chapter 2-14 of the Broomfield Municipal Code.

Colorado Open Records Act: Public records include all writing made, maintained, or kept for use in the exercise of functions required or authorized by law or administrative rule. The administrator of a social media site must be prepared to treat comments, posts, pictures, and lists of individuals connected to the site as open records and retain and disclose same in accordance with the Colorado Open Records Act. The responsibility to retain records includes saving any comments and posts that are removed from the site before the retention period expires or those posts or comments removed from a designated public forum because they were unrelated to the site purpose.

Communication Tools		
Product/Medium	Best use for:	Core features
Email - Outlook	Day to day communication	Easy to use
Email - Constant Contact	Large group communication	<ul style="list-style-type: none"> Analytics on open, click thru Several Sign up Tools - text, QR Code, website embed
On site info sign	Passerby of construction or improvement sites	Awareness for those near new projects/construction
Letter/ Postcard	Official Notice for directly affected users	
Enterprise Advertisement	Community information/events	Potential for a large audience to see it
Broomfield Homepage	Timely news and features	
Broomfield Webpages	Ongoing content and information	Online file of relevant news and data for all audiences

Product/Medium	Best use for:	Core features
Facebook	Community Information & Engagement	
Flickr	Photo storing & sharing	
Pinterest	Visual marketing	
Survey Monkey	Audience engagement	
QR Codes	Link to action or further information	
Facebook/Google Advertisements	Targeted advertisement	
City Newsletter via the Water Bill	Quarterly city wide information	
Managers' Report	Monthly reporting on Council Priorities	
LinkedIn	Build new relationships with people	
Google Places	Place oriented details	
Video	In-depth visual information	
Channel 8	Community programing and snippets of city services and programs	