

## **CITY OF PUEBLO SOCIAL NETWORKING POLICIES AND PROCEDURES**

**Effective Date: 06/07/2018**

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The City utilizes social networking to address the changing way residents communicate and obtain information relating to the missions, programs, and goals of the City via the Internet. (The City of Pueblo participates in social media formats to reach a broader audience.) All social network sites utilized by the City must be approved by the Director of Information Technology.

### **GOAL**

The City's goal is to open a limited public forum through the use of social media sites to promote the economic welfare, industry, tourism, and recreation of Pueblo.

### **POLICY**

- All official City of Pueblo presences on social media sites or services are considered an extension of the City's information and communications networks.
- All City use of social media must be approved by the Director of Information Technology and be in compliance with this policy.
- The City may maintain as many social media sites as deemed appropriate by the Director of Information Technology for each approved social media outlet. Each social media site created shall be maintained, monitored, and regularly updated by the Director of Information Technology or any person designated by the Director of Information Technology.
- Potential uses for social media include, but are not limited to:
  - Sharing published news releases
  - Publicizing services and programs sponsored by the City of Pueblo
  - Publicizing new services, holiday closings, or other information normally only found on the City's primary website
  - Issuing emergency alerts, road closures, or weather alerts affecting large numbers of citizens
- The Director of Information Technology, or any person designated by the Director of Information Technology, will review and approve requests to use social media sites. A request for a social media site may be denied for any reason within sound discretion of the Director of Information Technology, including but not limited to a lack of sufficient personnel and capacity to create, maintain and monitor the site, and/or an opinion by the City Attorney, and as approved by the City Manager that the terms of a site's license agreement are burdensome to the City.
- Use of social media must comply with applicable federal, state, and city ordinances, regulations, and policies, as well as proper business etiquette. This includes adherence

to established laws and policies regarding copyright, records retention, the release of public information, the First Amendment, privacy laws, and information security policies established by the City of Pueblo.

- Wherever possible, links to more information should direct users back to the City's official website for more information, forms, documents, or online services necessary to conduct business with the City of Pueblo.
- Employees representing the City via the City's social media outlets must conduct themselves at all times consistent with the rules and policies of the City of Pueblo. Failure of an employee to act consistently with the rules and policies of the City of Pueblo may result in discipline, including termination, of the employee.
- The Information Technology Department, or any person designated by the IT Director, will distribute all social media content and ensure each of the approved uses and sites adheres to the social media policy for appropriate use, message, and branding consistent with the goals of the City of Pueblo.
- Violation of the standards set forth in this Social Media Policy may result in the removal of pages from social media outlets. The Director of Information Technology will retain the authority to remove information.
- The City of Pueblo reserves the right to remove any messages or postings that are obscene or in violation of the copyright, trademark right, or other intellectual property right of any third party.

## **PROCEDURES**

- All departments desiring to distribute information on the City's official social media pages shall submit a request to the Media Division of the Information Technology Department. The Director of Information Technology, or any person designated by the Director of Information Technology, will review the request to ensure that it meets the guidelines of this Social Media Policy and that sufficient personnel and capacity are available to create, maintain, and monitor the social media page.
- If approved, the Director of Information Technology, or any person designated by the Director of Information Technology, will create, maintain, and monitor the social media site(s) approved, and will act as the official spokesperson to ensure a unified City message.
- The Director of Information Technology, or any person designated by the Director of Information Technology, will maintain a list of all approved social media sites and will provide a link to all social media pages on the official [www.pueblo.us](http://www.pueblo.us) website.
- Only City e-mail addresses or e-mails authorized in advance by the Director of Information Technology will be posted on the site or used to create the website accounts. Use of generic email addresses, for example, [webmaster@pueblo.us](mailto:webmaster@pueblo.us), is appropriate to create social networking accounts.
- To the extent that design parameters of the host site allows, City of Pueblo pages will conform to the following:
  - Be identified as a City of Pueblo official site
  - Contain appropriate staff contact information
  - Contain the City logo or associated business logo of the City and have a link to the appropriate page of the City's website

- Specify that all content, comments, and replies posted will be subject to Colorado Open Records Act
- Comply with Section 508 of the U.S. Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 (ADA)
- City-generated content shall:
  - Respect copyright and fair use laws
  - Contain the following legal disclaimer:

**“The City of Pueblo encourages your comments, concerns, and questions directly relating to any of the topics on this social media site, but will remove comments that:**

    - 1. use vulgar language**
    - 2. contain threats of physical or bodily harm**
    - 3. contain personal attacks of any kind**
    - 4. contain offensive comments that target or disparage any ethnic, racial, gender or religious group**
    - 5. contain obscene or sexually explicit comments**
    - 6. incite illegal activity**
    - 7. promote commercial products or services**
    - 8. contain personal information**
    - 9. infringe on copyrights or trademarks**
    - 10. are spam, commercial promotions, or links to other sites**
    - 11. violate the law or promote the violation of law**

**The City of Pueblo is not responsible for the content of, nor endorses any site which has a link from this page. Please note that the comments expressed on this site do not reflect the opinions and position of the City of Pueblo. All content, comments, and replies posted are subject to Colorado Open Records Act. If you have any questions or would like to report a comment in violation, please contact us.”**
- The Director of Information Technology, or any person designated by the Director of Information Technology, will monitor each approved site and delete any submissions, posts, or entries that violate the above disclaimer