

CITY OF GLEN COVE

Rev. A – May __ 2018

SOCIAL MEDIA POLICY

1. Purpose

This Social Media Policy (hereinafter referred to as “the Policy”) establishes guidelines for the establishment and use by the City of Glen Cove (inclusive of all its Departments, Divisions, Boards, Commissions, and Agencies and hereinafter referred to as “the City”) of social media sites as a means of conveying information to the public. In recognition of the way residents communicate and obtain information online, the City may consider using social media tools to convey pertinent information. The use of social media to further the goals of the City is encouraged in accordance with the Policy set forth hereinbelow.

The City has an overriding interest in deciding what messages are communicated on its behalf on social media. This Policy establishes guidelines for the use of social media by City employees posting in an official capacity on behalf of the City and/or purporting to do so.

2. General Policies and Rules

- 2.0 All social media sites developed by City departments and City employees and volunteers in the course of their official duties will be approved by the Mayor or his designee and established using a City of Glen Cove email address. This Policy shall not apply to the Glen Cove Police Department.
- 2.1 All social media sites created and/or maintained by the City are subject to written approval of the Mayor or his designee and may be removed at any time if not approved
- 2.2 The City of Glen Cove’s web site – www.Glencove-li.us - shall remain the City's primary and predominant internet presence.

- 2.3 The best, most appropriate City uses of social media fall generally into two categories:
- As a channel for disseminating time-sensitive information as quickly as possible (example: emergency information); and/or
 - As a marketing/promotional vehicle to increase the City's ability to broadcast messages to the widest possible audience.
- 2.4 Whenever possible, content posted to the City's main website will also be made available on the City's social media sites where appropriate
- 2.5 Content posted to City's social media sites should contain links directing users back to the City's official website for in-depth information, forms, documents or online services necessary to conduct business with the City, where applicable.
- 2.6 Authorized Mayor's Office staff will be responsible for the content and upkeep of the City's website and any social media sites the City may create.
- 2.7 Authorized Mayor's Office staff shall monitor all content on City social media sites to ensure adherence to both the Policy and the interests and goals of the City.
- 2.8 All City social media sites shall comply with all appropriate policies and standards, including but not limited to:
- A. Rules promulgated by the Glen Cove Ethics Commission, and;
 - B. The Glen Cove City Charter and Code of Ordinances; and,
- 2.9 City social media sites are subject to the New York State Freedom of Information Law.
- 2.10 Site administrators authorized by the Mayor to represent the City on City social media sites shall conduct themselves at all times as professional representatives of the City and in accordance with all existing Federal, State, and local laws.
- 2.11 City personnel are prohibited from explicitly using their status as a City employee to endorse any product or service online without prior written permission from the Mayor or his designee.
- 2.12 Employees are required to refrain from speech or sharing confidential information on City social media sites that impairs, impedes, or mis-informs the public about the performance of a department or negatively affects the public perception of the City, Office of the Mayor or individual departments.
- 2.13 The Mayor, with the approval of the City Council, shall reserve the right to change, modify, or amend all or part of this policy at any time upon reasonable notice to all employees subject to the Policy.

3. Content Guidelines

- 3.0 Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between the City, Mayor's Office, City departments and members of the public.
- 3.1 Postings and comments by City employees to City social media sites shall NOT contain any of the following:
 - 3.1.1 Comments that are not topically related to the post being commented upon;
 - 3.1.2 Comments in support of, or opposition to, political campaigns, candidates or ballot measures;
 - 3.1.3 Profane language or content; harassing statements;
 - 3.1.4 Content that promotes or fosters discrimination on the basis of race, creed, color, age, religion, gender, marital status, or status with regard to public assistance, national origin, physical or mental disability or sexual orientation, as well as any other category protected by federal, state, or local laws;
 - 3.1.5 Comments that are threatening or defamatory;
 - 3.1.6 Advertisements;
 - 3.1.7 Multiple off-topic posts by a single user and/or repetitive posts copied and pasted by multiple users;
 - 3.1.8 Sexual content or links to sexual content;
 - 3.1.9 Solicitations of commerce;
 - 3.1.10 Conduct or encouragement of illegal activity;
 - 3.1.11 Content that violates a legal ownership interest of any other party;
 - 3.1.12 Information that may tend to compromise the safety or security of the public or public systems;
 - 3.1.13 Defamatory, libelous, offensive or demeaning material; the City shall not engage in a combative exchange;
 - 3.1.14 Matters in litigation or otherwise in dispute, or regarding which future litigation is anticipated.

- 3.3 Postings to City social media sites by City employees shall be made only during normal business hours. After-hours or weekend postings shall only be made with prior approval of the Mayor or his designee.
- 3.4 The administrator(s) of City social media sites shall be permitted to remove comments posted to said site(s) by members of the public that violate any of the foregoing content guidelines. To that end, these guidelines must be displayed to users on each City social media site and/or made available by hyperlink to the City's website where said guidelines shall be posted. Any content removed based on these guidelines must be retained, including the time and date of the post and identity of the poster, when available.
- 3.5 The City reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.
- 3.6 The City will approach the use of social media tools as consistently as possible, City-wide.
- 3.7 All new social media tools proposed for City use shall be approved by the Mayor
- 3.8 The Mayor's Office shall maintain a list of all City of Glen Cove social media sites, including the name of the employee responsible for administering each site. The administrator of the site may be changed upon the written directive of the Mayor or his designee and the employee-administrator is mandated to comply with such directive.
- 3.9 The City must immediately, or within a reasonable amount of time if the request is made during non-business hours, edit or remove content from social media sites upon the directive of the Mayor or his delegated representative.

4. Personal Use of Social Media and Networking While Off Duty

- 4.0 City employees will not express or imply they are speaking or acting on behalf of the City or representing or presenting the official position of the City unless authorized to do so by the Mayor or his designee

5. Procedure

- 5.1 All City social media site administrators are required to report any significant activity on the site administered by him/her to the Mayor's Office including negative comments about the City and/or any of its employees or officials, any and all threats, and/or any suspected criminal activity.

- 5.2 This policy is not intended to limit the right to freedom of speech or expression of City employees. Rather, this policy has been established to uphold the integrity of the City and its employees, and to maintain the public trust and confidence.