

**RESOLUTION ESTABLISHING A SOCIAL MEDIA POLICY FOR THE
CITY OF LINDEN**

WHEREAS, the use of social media by the City of Linden will further the goals and missions of the City; and

WHEREAS, it is necessary to provide guidelines as to the use of social media in order to protect the City and to appropriately control the dissemination of official information through social media; and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF LINDEN adopts the following policy entitled, "Social Media Policy", which shall be implemented within the City of Linden:

I. Purpose

To address the use of Social Media communications the City of Linden (hereinafter the "CITY") utilizes to provide information online; and

To encourage the use of Social Media to further the goals of the CITY and the missions of its departments and affiliated boards, commissions and authorities.

II Policy

Because the Mayor and City Council of the CITY have an overriding interest and expectation in deciding who may "speak" and what is "spoken" on behalf of the CITY on social media sites, this policy is established for the use of all social media.

1. The official public webmaster for the CITY shall be designed by the CITY Business Administrator (if no Business Administrator has been appointed then by the City Council) and shall recommend to the CITY for approval of social media technologies that may be suitable for use by CITY departments, affiliated boards, commissions and authorities.
2. The CITY shall have a single presence on social media sites deemed appropriate for use. Requests for individual departmental or agency pages or sites must be approved by the CITY Business Administrator (if no Business Administrator has been appointed then by the City Council).
3. All official CITY presence on social media sites or services are considered an extension of the CITY's information networks and are governed by all policies applicable to the use of CITY computers and electronic media (if applicable) as well as the CITY internet access and Use Guidelines (if applicable).
4. Departments that use social media are responsible for complying with applicable federal, state, and county laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright, records retention, Freedom of Information Act ("FOIA"), Open Public Records Act ("OPRA"), First Amendment, privacy laws, sunshine laws and information security policies (if applicable) established by the CITY, its departments, affiliated boards, commissions and authorities.
5. 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.
6. Employees representing the CITY government on social media outlets must identify themselves by name, and when relevant, by role at the CITY. All CITY policies are applicable to interactions on social media sites when acting in an official capacity and representing the CITY.
7. The official CITY webmaster shall monitor content on all social media sites to ensure adherence to the Social Media Policy for appropriate use, message, and branding consistent with the goals of the CITY.

8. The CITY webmaster may have the authority to remove any information that violates this Social Media Policy or Terms of Service (“TOS”) at any time from any CITY social media site in accordance with archiving and retention requirements. See Section III, Prohibited Content. Once removed, an e-mail will be sent to the City Clerk’s Office for notification.

III. Prohibited Content

The following is prohibited and subject to removal:

- a. Comments not topically related to the particular post being commented upon.
- b. Comments that promote, foster, or perpetuate discrimination on the basis of creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
- c. Comments that include vulgar, offensive, threatening or harassing language, personal attacks or unsupported accusations.
- d. Obscene or sexual contents or links to obscene or sexual content.
- e. Illegal activity or encouragement of illegal activity.
- f. Information that may tend to compromise the safety or security of the public or public systems.
- g. Comments from children under 13 cannot be posted in order to comply with the Children’s Online Privacy Protection Act. By posting on a CITY social media site, users acknowledge that they are at least 13 years old.
- h. Content that violates a legal ownership interest of any other party.
- i. Content or comments that promote a private business interest or service.

IV. Applicability

This policy shall apply to all CITY agencies and departments as well as any affiliated government or non-government agency or official permitted by the CITY to post on CITY social media sites.

PASSED: August 19, 2014

President of Council

APPROVED: August 20, 2014

Mayor

ATTEST:

City Clerk