

CITY OF DEARBORN SOCIAL MEDIA USE POLICY



Purpose

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, City of Dearborn departments may consider using social media tools to reach a broader audience. The City encourages the use of social media to further the goals of the City and the missions of its departments, where appropriate.

The City of Dearborn has an overriding interest and expectation in deciding what is "spoken" on behalf of the City on social media sites. This policy establishes guidelines for the use of social media.

Goals

To strengthen the connection between City government and the community by providing timely, interesting, accurate and relevant information about living in, working in and visiting Dearborn including insight about Dearborn's government, neighborhoods, commerce, history and future.

The main function of any City social media account should be to ensure that current residents are aware of all the services available to them and that they are informed in a timely manner of any relevant news affecting their lives in Dearborn. Social media sites should also serve as a forum for facilitating positive discussion on city matters, events and services.

Approved social media platforms

1. Facebook
2. Twitter
3. YouTube
4. Foursquare
5. Instagram

See related "standards" documentation for guidelines on acceptable uses of Facebook, Twitter, YouTube and Foursquare for City business.

Additional social media platforms may be proposed for use, and approved by the director of the Department of Public Information, if a department can demonstrate a solid strategy for utilizing a new platform in such a way that it would further the goals of the City and the mission of its department.

Local, state and federal laws

City of Dearborn social media sites shall comply with all federal, state and local laws including but not limited to:

- First Amendment Freedom of Speech
- Freedom of Information Act
- Privacy Laws
- Public Record Laws
- Copyright laws

Administration and management of social media platforms

1. Administration of City of Dearborn social media sites
 - a. The director of the Department of Public Information will maintain a list of social media platforms that are approved for use by City departments and staff.
 - b. All new social media tools proposed for City use will be approved by the director of the Department of Public Information.
 - c. The director of the Department of Public Information will maintain a master list of all official City of Dearborn social media sites.
 - d. Departments wishing to create and use a social media account for City business must submit a request to, and receive approval from, the director of public information.
 - e. A department will have only one account on each of the social networks, unless otherwise approved by the director of public information.
 - f. Departments must register account information, including usernames and passwords, with the director of the Department of Public Information. City departments also are advised to connect their accounts to the City of Dearborn's main social media dashboard for crisis communication purposes.
 - g. Departments will inform the director of public information of any account or administrative changes to existing department social media sites, including termination of an account.
2. Administration of department social media sites
 - a. As is the case for City websites, departmental staff will be responsible for the content and upkeep of any social media sites their department may get approval to create. Department directors must designate an employee to administrator its social media account/s and submit the employee's name to the director of public information.
 - b. The Department of Public Information must also have administrative access to all City social media sites. Department

- staff should provide a list of login names and passwords, as well as make a designee from DPI into an administrator on any City Facebook pages
- c. City employees serving as social media managers will be provided with, and must adhere to, the City's social media use policy, the City's standards for each social network he/she will be managing, the City's social media "best practices" guidelines, the City's social media guidelines for City of Dearborn employees and the City of Dearborn stylebook.
3. All City of Dearborn social media sites shall comply with all appropriate City of Dearborn policies and standards, including but not limited to:
 - a. Email policy
 - b. Internet Use Policy
 - c. Facebook Standard
 - d. Twitter Standard
 - e. YouTube Standard
 - f. Foursquare Standard
 - g. Social Media "Best Practices" Guidelines
 - h. Social Media Guidelines for City of Dearborn employees
 - i. City of Dearborn Stylebook
 4. For each social media tool approved for use by the City the following documentation will be developed and adopted:
 - a. Operational and use "best practice" guidelines
 - b. Standards and processes for managing accounts on social media sites

Guidelines on acceptable use

General

The City of Dearborn's websites (CityofDearborn.org, CampDearborn.com, DearbornLibrary.org, DearbornFordCenter.com, DearbornTheater.com, DearbornHills.com) will remain the City's primary and predominant internet presences.

The best, most appropriate City of Dearborn uses of social media tools fall generally into two categories:

- As channels for disseminating time-sensitive information as quickly as possible (example: emergency information).
- As marketing/promotional channels that increase the City's ability to broadcast its messages to the widest possible audience.

Wherever possible, content posted to City of Dearborn social media sites will also be available on the City's main websites.

Wherever possible, content posted to City of Dearborn social media sites should contain links directing users back to the City's official websites for in-depth information, forms, documents or online services necessary to conduct business with the City of Dearborn.

The City will approach the use of social media tools as consistently as possible, enterprise wide.

User comments

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 City departments and members of the public. City of Dearborn social media articles and comments containing any of the following forms of content shall not be allowed:

- contains a personal attack, insult, racial slur or any other derogatory term
- defames any person or organization
- is off-topic and unrelated to the original post
- uses foul language or is sexually explicit, including “masked” profanity
- promotes hate or discrimination of any kind
- is blatant spam, including advertising commercial services or products
- encourages illegal activity or violates any local, state or federal law
- contains private or personal information
- endorses candidates or a particular stance on an active ballot measure or specific legislation
- is reported as abuse
- contains random or unintelligible text
- compromises the safety or security of the public or public systems
- violates a legal ownership interest of any other party
- contains images, videos or links to sites that do not conform to these guidelines
- contains viruses or computer code

The above guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available (see the City of Dearborn Facebook, Twitter, YouTube and Foursquare standards).

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.

Corrections

Erroneous information needs to be corrected as quickly and transparently as possible. Serious errors need to be brought to the attention of your department director or the director of public information.

Deleting content or comments

If it is determined that content previously posted by a City social media manager should be deleted, consult with your department director or director of public information. If a decision is made to delete previously posted content, it is best to explain to constituents why you are deleting the content.

City social media managers may not delete comment postings simply because they may be critical of the City or City officials. If user content is positive or negative and in context to the conversation, then the content should be allowed to remain, regardless of whether it is favorable or unfavorable to the City. If the content is ugly, offensive, denigrating and/or completely out of context, then the content should be rejected and removed according to the City's official comment policy for that specific social platform.

Content submitted for posting that is deemed not suitable by a City social media manager shall be retained pursuant to the records retention schedule along with a description of the reason the specific content is deemed not suitable for posting.

This social media policy may be revised at any time.

Revised April 18, 2013