

Federal, state, and local governments are increasingly joining private sector organizations in using social media to engage with and disseminate information to the public. In an effort to provide information and further the City's mission and goals of connecting with users on social media outlets, the following policy and guidelines will be followed.

The City's social media accounts will be used to distribute information, photographs, and video about City of Berkley's services, functions, meetings, and events to City residents and other interested parties. At the discretion of the Community Engagement Officer, the social media accounts may also be used to disseminate information, photographs, or videos about other matters of interest to the community.

I. Social Media Policy: General Employee User Guidelines

This policy will set forth guidelines that City employees, elected official, and boards and commissions should follow for all online communications in reference to the City of Berkley with any relevant social media technologies. The purpose of any City of Berkley social media account is to present information and matters of public interest to City of Berkley residents, businesses, visitors, and other interested parties.

- 1) Departmental representative(s) from each department will be trained by the City's Community Engagement Officer and allowed to post information to their respective City social media account. That departmental representative(s) may create and manage a separate social media account for his/her department if the account is approved and regularly monitored by the COMMUNITY ENGAGEMENT OFFICER.
- 2) Information distributed by way of social media generally will be similar to information published on the City of Berkley's website, print and digital media, or TV channel. All information posted on City-managed social media accounts are open for public disclosure and may be retained on file, and are under the same responsibility to meet all public record disclosure laws.
- 3) Information posted that represents the City of Berkley should never contain any information that could be considered to be:
 - Spam or advertising
 - Content that is clearly off topic and/or disruptive
 - Promotion of illegal activity
 - Promotion or endorsement for any products, business, political official or organization
 - Copyrighted or trademarked material (unless approved by business or organization)
 - Personally identifying information such as home addresses, phone numbers or personal, etc.
 - Vulgar, offensive, derogatory, or sexually explicit language, pictures or information
 - Any personal attack of any kind, or offensive comments that target or disparage any group of people because of some shared characteristic
 - Any information viewed as threatening, libelous, or harassing are prohibited
 - Above all else, any City of Berkley employee, city official, or board and commission must always use good judgment on what material is posted to any social media site that represents the City of Berkley
- 4) Postings on social media sites are for informative or educational information distribution. However, any citizen needing assistance from the City or commenting become extensive, they should be directed to call, go to the website, or visit the appropriate department.
- 5) If any information submitted to a City of Berkley social media account is determined to not be in compliance with these guidelines, all information will be immediately deleted from City site(s).

- 6) All post, photos, and/or videos will remain on the sites as long as they are relevant unless otherwise indicated by the Community Engagement Officer.
- 7) All comments posted to any City Facebook site are bound by Facebook's Statement of Rights and Responsibilities, located at <http://www.facebook.com/terms.php>, and the City reserves the right to report any violation of Facebook's Statement of Rights and Responsibilities to Facebook with the intent of Facebook taking appropriate and reasonable responsive action. This policy shall also apply to other City social media sites containing similar Statements of Rights and Responsibilities, or Codes of Conduct.
- 8) All City-related communication through social media outlets should remain professional in nature and should always be conducted in accordance with the City's communication plan, practices, and expectations. City staff or board/commission must not use social networking sites for political purposes, to conduct private commercial transactions, or to engage in private business activities. City staff and board/commission should be mindful that inappropriate usage of social media reflects negatively on the City and disciplinary action will be taken against any person who misuses any City social networking site. The City's accounts will be used for the sharing of City news and information, and other matters deemed to be suitable and of community interest.

Berkley Public Safety Department

An exception to this policy is made for the Berkley Public Safety Department. Many times, it will be necessary for law enforcement officers to use social media sites for investigations as they try to locate people or obtain information.

The Berkley Public Safety Department has separate social accounts that are used for sharing general departmental information with the public. At times, their accounts may be used for investigations therefore, they require an exemption from this policy in order to perform their work. The Public Safety Director will be responsible for the security and guidelines for use of the department's social accounts. The Director will also have the ability to grant permission to more than one officer to have the accounts' login information with the ability to post information.

II. General Code of Conduct on the City of Berkley Social Media & Its Users

As your local municipality, we respect the rights of constituents to speak their views in public forums, even virtual ones. We only delete or hide comments in cases of profanity, specific threats, defamatory or libelous conduct. We are happy to address any questions or concerns regarding City-related topics, but generally do not engage in debate on social media. We recommend to our residents with questions or concerns contact us during business hours, where you can chat with a City employee who can help with your individual situation.

III. Posts on Social Networking Sites are Considered Public Records

Like e-mail, communication via a City-related social networking site is considered a public record and will be managed as such. **This means that any post made by City employees, board and commission, and the public will become part of the public record.**

IV. Security

Due to the relative vulnerability of social media sites to security exploits, it is important to be cautious when using such sites. In order to prevent potential harm, users of social networking sites should never share the site login information with others. This information must be kept in a safe location and away from easy view where others might be able to gain access to login information.

V. Social & Digital Media Sites Used by the City of Berkley

As of the publishing of this document, the City has multiple social accounts such as, Facebook, Twitter, and YouTube. These social media outlets have become an increasingly important way for the City to reach the public. As the social media landscape is constantly changing, the Community Engagement Officer will continue to assess ways to bolster the City's social and digital media presence. That may entail joining other social or digital media sites in addition to the ones where the City currently maintains accounts.