

CITY OF APPLETON PERSONNEL POLICY		SOCIAL MEDIA POLICY	
ISSUE DATE:	LAST UPDATE: November 2015	SECTION: Human Resources	
POLICY SOURCE: Human Resources Department	AUDIENCE: All employees	TOTAL PAGES:	
Reviewed by Legal Services Date:	HR Committee Approval Date:	Council Approval Date:	

I. Purpose

The purpose of this Policy is to ensure all City of Appleton (“City”) employees have an understanding of the expectations and guidelines the City has for using and posting on social media platforms. The City has a responsibility in deciding what is “spoken” on behalf of the City.

This Policy will also outline the role of the City’s social media efforts in sharing information and news with the community and to serve as a tool to help social media coordinators ensure all accounts are using the same standards. These standards will make the City’s online presence uniform and immediately recognizable. Social media platforms will also be utilized to drive people to the City’s website for additional information.

For purposes of this Policy, social media is a type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes, but is not limited to, online social media platforms such as blogs, video-and image sharing websites (e.g., YouTube, Instagram), micro blogging websites (e.g., Twitter) and others (e.g., Facebook, LinkedIn).

II. Guidelines

a. Social media should be used to engage the community in conversation, create positive interactions, and drive traffic to the City’s website, www.appleton.org, for information about City related business and events.

b. Posts must be relevant to furthering the goals and mission of the City. Posts should attempt to help the City and/or department reach its mission, enhance residents’ knowledge of services, encourage civic engagement, increase transparency and/or solve a problem.

c. The City’s Communications Coordinator will be responsible for maintaining, posting to, and reviewing the City’s main social media accounts.

d. City Departments may have one (1) social media account per approved social media platform (e.g., Facebook, Twitter). Questions about which social media platforms are approved should be directed to the City’s Communications Coordinator.

e. City Departments that choose to have social media accounts must have a minimum of two (2) designated social media coordinators per department. They will be responsible for maintaining, updating, posting to and reviewing the department's social media accounts.

i. Social media coordinators will receive training on how to effectively use social media and the policies and laws governing social media usage.

ii. New social media coordinators must receive training provided by the City's Communications Coordinator prior to being allowed to post.

f. All social media accounts used by the City or departments must contain a link to www.appleton.org and a direct link to the department's page, if applicable.

g. No City employee may discuss confidential or non-public City business on any social media platform. When using social media for personal use during their own personal time, employees may comment on publicly available information; however, employees must clearly express that their views are personal in nature and do not represent the City. City employees may comment on a post to the City's social media accounts but should do so only during non-working hours unless prior approval has been granted by their department director. Note: employees who are in highly visible positions for the City should be conscientious when commenting on social media, even for personal use, because it may be perceived as they are commenting on behalf of the City due to the public nature of their City position.

h. City employees with personal social media accounts must not imply their personal accounts are affiliated with the City.

i. City-made posts may not be deleted from the account without the approval of the Communications Coordinator and/or City Attorney. In the event a post violates the terms in this policy, contact the Communications Coordinator immediately.

j. Given the evolving nature of social media, this Policy may be changed or updated at any time.

SOCIAL MEDIA ACCOUNT REQUEST FORM AND WORK PLAN

These are the steps involved for having a department specific social media account. If your department would benefit from using social media, complete Attachment A and email it to the City's Communication Coordinator.

STEP 1: EVALUATE

When a department wants to use social media, the following questions should be considered:

1. Why does the department want to use social media and what are the goals?
2. Which social media platform(s) will you use and how will those accounts interact with the City website and other social media assets?
3. Who is the target audience, and why should they interact?
4. How will this help meet the goals of the department and City communications plan? How can it support, or supplement, what's already taking place?
5. Does the department have the resources to maintain this account with fresh content (at least 3-5 posts per week) and ~~around-the-clock~~ regular monitoring?
6. Which of the established City profiles could be leveraged to share your messaging? Could they be used instead of creating a new account?
7. Are there at least two people in the department who can be responsible for this account as part of their other regularly scheduled job duties?
8. What is the department's plan for creating, reviewing and scheduling messaging that will benefit citizens?
9. How will posts encourage interaction rather than merely serve as one-sided updates?
10. How will success be measured and reported?

STEP 2: COMPLETE AND SUBMIT THE ATTACHED SOCIAL MEDIA ACCOUNT REQUEST FORM AND WORK PLAN – ATTACHMENT 1.

STEP 3: TRAINING

There is an initial training and an annual training for department's social media coordinators. The training will be set up by the City's Communication's Coordinator. The training will cover the following:

1. 70/20/10 Rule
2. Filling out the profile (Example: Facebook "About" data, Twitter bio, etc.).
3. Determining the visual elements of the profile (e.g., avatar, cover photo, etc.).
4. Developing the "voice" – Learning how to ensure messages are consistent across all platforms.
5. Content - Learning about the different types of posts and pros/cons of each.
6. Responding to comments – How to appropriately respond to positive and negative comments.
7. Creating a content calendar – Includes learning to schedule multiple posts concerning the same topic and scheduling posts in advance.
8. Metrics and reporting – Learning to measure success and failure of posts to continually improve quality and reach.

ATTACHMENT A

Email Completed Form to Chad.Doran@Appleton.Org

INSTRUCTIONS

This form should be completed by the department director, the department director's designee, or one of the department's current or anticipated social media coordinators. No new social media accounts may be created without the submission and approval of this form to the City's Communications Coordinator. The final approved form will be emailed back to the department director and/or the department's social media coordinator. Direct all questions/comments/concerns to the City's Communications Coordinator.

GENERAL INFORMATION

Date:

Department:

Name/Title of Person Submitting Request:

Has Department Director Given Approval? ☐ Yes ☐ No

WORK PLAN

1. Provide information regarding the current/desired social media platform.

Platform (e.g., Facebook, YouTube)	Does Site Already Exist? (if yes, provide link)	Desired Profile Name (if applicable)

2. Each department using social media needs two trained social media coordinators. Who will they be and what will be their individual responsibilities?

	Name/Title	Responsibilities
Coordinator One		
Coordinator Two		

3. Why does your department want a separate department social media account as opposed to using the City's main social media accounts?
4. How does your department anticipate using the social media account?
5. Who is the intended audience of the social media account and why?
6. Does your department have the resources to maintain this account with fresh content (at least 3-5 posts per week) and ~~around the clock~~ regular monitoring? Explain.
7. How will success be measured and reported?
8. How can the City's Communications Coordinator help you?
9. Any comments/questions/concerns?

STOP! To be completed by City's Communications Coordinator:

Date Received: _____ Date Approved/Denied: _____

If Denied, Reason Why: _____

Initial Training Date: _____ Annual Training Date: _____

Social Media Site Standards

When creating or updating a social media site for the City of Appleton, these standards (or a live link to these standards) must be prominently displayed on the site. These standards should in no way be modified from their original form.

Terms and Conditions

General

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- Use the Site to instigate or encourage others to commit illegal activities or cause injury or property damage to any person.
- Gain unauthorized access to the Site, or any account, computer system, or network connected to the Site, by means such as hacking, password mining or other illicit means.
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- Use the Site to post or transmit any unlawful, threatening, abusive, libelous, defamatory, obscene, vulgar, pornographic, profane or indecent information of any kind, including without limitation, any transmissions constituting or encouraging conduct that would constitute a criminal offense, give rise to civil liability or otherwise violate any local, state, national or international law.

- Use the Site to post or transmit any information, software or other material that violates or infringes upon the rights of others, including material that is an invasion of privacy or publicity rights or that is protected by copyright, trademark or other proprietary right, or derivative works with respect thereto, without first obtaining permission from the owner or rights holder.
- Use the Site to post or transmit any information, software or other material that contains a virus or other harmful component.
- Use the Site to post, transmit or in any way exploit any information, software or other material for commercial purposes, or that contains advertising.
- Use the Site to advertise or solicit to anyone to buy or sell products or services, or to make donations of any kind, without our express written approval.
- Gather for marketing purposes any email addresses or other personal information that has been posted by other users of the Site.

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Open Records

The City is subject to Wisconsin Statutes relating to public records. Information posted on this site may be subject to these laws. Unless otherwise exempted from the public records laws, participants should presume that all posts to this site are subject to release upon request and to state record retention requirements when possible.

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Effective Date: