



CITY OF LEBANON – ADMINISTRATIVE POLICY

GUIDELINES FOR USE OF SOCIAL MEDIA

Policy Number: 2014-01-A
Effective Date: February 14, 2014
Approved By:

Greg Lewis, City Manager

Purpose: The City of Lebanon has established social media sites primarily in order to inform residents about City programs and events, to encourage dialogue between residents about these programs and events, and to exchange information and knowledge between residents and City employees about these programs and events. The City's social media sites are not intended to be traditional public forums for the general exchange of ideas and viewpoints, but rather a limited public forum for discussion of specific programs and events. Courts have recognized that governmental entities, such as the City, may create limited public forums for specific purposes and limit discussion on the forum to those specific purposes. The City shall remove content and postings not consistent with the specific purpose of the social media sites and these Guidelines.

Summary: New and emerging online platforms are fundamentally changing the way the world works, offering us new ways to collaborate and to engage with the public. The City of Lebanon encourages the use of social media to further the outcomes of the City and to assist us in our mission to better engage with our Community. The City Manager has an overriding interest and expectation in deciding who may "speak," and what is "spoken," on behalf of the City of Lebanon to our respective residents. To ensure that communication through City social media networks is consistent and in the best interest of the City, this policy provides guidelines for the use of social media.

Scope: Applies to all City employees or contractors creating or contributing to lebnh.net (and our related websites), blogs, wikis, social networks, virtual worlds, or any other kind of City owned and operated social media.

Policy Detail:

1. All City of Lebanon social media platforms created by individual departments will be subject to approval by the City Manager or his/her designee.

2. All departmental social media sites shall have a clear statement of the purpose of the social media site and include a clear statement that “This social media site is not intended to be a traditional public forum for the general exchange of ideas and viewpoints, but rather a limited forum for discussing...***[insert the purpose of the social media site]***. Courts have recognized that governmental entities, such as the City, may create limited public forums for specific purposes and limit discussion on the forum to those specific purposes. The City shall remove content and postings not consistent with the specific purposes of the social media sites and these Guidelines.”
3. The City of Lebanon’s website (lebnh.net) will remain the City’s primary and predominant Internet presence.
4. The City of Lebanon currently approves use of the following social media networks:
 - Facebook
 - Twitter
 - YouTube
 - Google+
 - Blogger
 - Pinterest
 - LinkedIn

Any social network not on this list is considered unapproved and may not be used for City purposes without first obtaining written approval by the City Manager.

5. Creation of all social media networks requires advance coordination between departmental communication liaisons and the Information Technology Division to ensure proper configuration.
6. Wherever possible, content posted to City of Lebanon social media platforms shall have originated from departmental websites. Configuration done by Information Technology (as stated in #4) will include auto-posting new content from departmental websites to approved social media platforms.
7. All social media networks shall be identified as “an official City of Lebanon site,” and shall include the City Seal or approved logo. This will be done by Information Technology staff during the configuration process.
8. Wherever possible, content posted to City of Lebanon social media networks should contain links directing users back to the City’s official website, or individual department web pages for more in-depth information, forms, documents or online services necessary to conduct business with the City of Lebanon.

9. The use of social media networks shall serve the following purposes:
 - a. To disseminate time-sensitive information as quickly as possible;
 - b. To increase the City's ability to broadcast its messages to the widest possible audience; and
 - c. To push information to the public, not to directly communicate with them (i.e. no response to posts, no answers to questions, comments, or concerns)

10. Administration of the City's social media networks shall be as follows:
 - a. The Information Technology Division will maintain a list of social media platforms that are approved for use.
 - b. The Information Technology Division will maintain a list of all City social media networks, including login and password information. Departmental communication liaisons will inform Information Technology of any new planned social media networks or desired changes to existing networks.
 - c. Information Technology staff must be able to immediately edit or remove content from social media networks.
 - d. The Information Technology division under the direction of the City Manager's Office retains the authority to remove pages or close sites if necessary.

11. Users and visitors to the City's social media networks shall be notified that the intended purpose of the network is to serve as a mechanism for receiving information from the City. City of Lebanon social media postings may be subject to removal if they are not related to the specific purpose of the social media site

The General Test: If a post's subject matter is not related to the purpose of the social media site, it is subject to removal.

Examples of posts that may be subject to removal:

- a. Comments, materials, or links not related to the specific purpose of the social media site.
- b. Comments in support of or opposition to political campaigns or ballot measures not related to the specific purpose of the social media site.
- c. Profane language. The City intends for all members of the public, including minors and others sensitive to such language, to access and use its social media sites. To that end, any containing such language will require increased scrutiny as to its ability to remain on the site. A post containing profane language shall be subject to removal if the subject matter of the post is not related to the purpose of the social media site.
- d. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to

public assistance, national origin, physical or mental disability, or sexual orientation shall be subject to removal if the subject matter of the post is not related to the purpose of the social media site.

- e. Sexual content or links to sexual content. The City intends for all members of the public, including minors and others sensitive to such content, to access and use its social media sites. Examples of sexual content are:
 - 1. Graphic descriptions or depictions of sexual activity;
 - 2. Graphic descriptions or depictions of sexual intercourse; and
 - 3. Graphic descriptions or depictions of nudity.
- f. Solicitations of commerce. No advertisements for commercial services, products, or businesses shall be permitted on the social media sites.
- g. Conduct or encouragement of illegal activity. Postings encouraging illegal activity or depicting illegal activity shall be subject to removal if the subject matter of the post is not related to the purpose of the social media site.
- h. Information that compromises the safety or security of the public or public systems. Examples of information that compromises the safety or security of the public or public systems is:
 - i. Threats of violence against City officials and employees;
 - ii. Personal identifying information of City officials and employees; and
 - iii. Login information for City systems, such as usernames, passwords, and PIN numbers.
- i. Content that violates an intellectual property right of any third party. The City shall remove content infringing on the intellectual property rights of a third party upon receiving notice from said third party describing the alleged infringement and establishing the legal right of the third party to the alleged infringed material.
- j. Any other content that violates local, State, or Federal laws, ordinance, or regulations.

These guidelines will be part of the configuration process and will be displayed to all users.

- 12. Wherever possible, all City of Lebanon social media networks shall comply with all appropriate City of Lebanon policies and standards, including but not limited to:
 - Computer Use Policy
 - Media Relations Policy
- 13. The City shall maintain records of its social media sites for a minimum of one year pursuant to NHRSA 33-A:3-a (XXV). The Department maintaining the platform is

responsible for responding completely and accurately to any public records request for public records on social media. Wherever possible, social media networks shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.

14. Posts shall only be removed from the City's social media site by the director of the relevant department or the Information Technology Division. Postings shall only be removed pursuant to the Guidelines for the specific social media site.
15. If a particular posts is directed at a particular individual, that individual shall not have the authority to remove that post.
16. The City's social media sites shall be reviewed for compliance with the Guidelines no less frequently than once a month, with more frequent review encouraged.
 - a. The City's social media sites shall be backed up electronically or printed by the Information Technology Division once a month.
16. The City shall remove any content or posts that violate this social media policy or any applicable law.
17. Any content or posts removed based on these guidelines **must be retained**, including the time, date and identity of the author when available.
 - a. Any removed content shall be printed out in hard copy as it appears on the social media site before it is removed.
 - b. Prior to the removal of any content or posts, the removing party shall create a removal record. The removal record shall include:
 - i. A statement explaining why the content or post was removed, including which provision of the Guidelines was violated;
 - ii. Who removed the content or post;
 - iii. When the content or post was removed; and
 - iv. Any other information relevant to the removal.
18. If there is any doubt whether content or a post is removable, the director of the relevant department or the Information Technology Division should contact the City's legal counsel prior to taking any action.
19. Quasi-judicial departments of the City, including the Zoning Board of Adjustment and the Planning Board, shall not have social media sites.