



City of Johns Creek Social Media/Networking Policy

I. Purpose

The purpose of Johns Creek's Social Media/Networking Policy is to address the use of the internet and wireless communications the City of Johns Creek government utilizes to provide information via Social Media/Networking tools and online.

The Policy is designed to encourage the use of Social Media/Networking to further the goals of the City of Johns Creek and the missions of its departments and affiliated boards, commissions and authorities, while establishing policy and requirements for use of Social Media/Networking by City employees during work hours or using City computers.

II. Definitions

a. Social Media: Forms of electronic communication (as Web sites for social networking and micro-blogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos).

b. Social Networking: Not to be confused with Social Media, social networking is the building of online communities of people who have common interests. LinkedIn, Facebook and Twitter are the more common facilitators of these interconnected systems.

c. Comments: Includes all information in the form of text, pictures, videos or any other form of communicative content posted on a City social media site.

d. Content Author: Employee(s) authorized by the City to be responsible for preparing and posting information on a City social media site.

e. Moderator: Employee(s) authorized by the City to be responsible for reviewing, responding to and/or removing information posted on a City social media site.

f. Poster: Any person posting information on to a City social media site.

g. Site Administrator: Employee(s) responsible for the ongoing development, design and maintenance of a City social media site.

III. Authority

a. The creation and/or use of a social media site by any City Department is subject to approval by the City Manager or an authorized designee.

b. All City social media sites should clearly indicate that they are maintained by the City in accordance with its Social Media Policy and applicable federal, state and local laws, regulations and policies.

c. The City website @ <http://www.JohnsCreekGA.gov> is the City's primary and predominant internet presence.

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- d.** Unless otherwise approved by the City Manager, all City social media sites should link back to the official City website for forms, documents, online services and other information necessary to conduct business with the City.
- e.** Any content maintained in a social media format that is related to City business, including a list of subscribers, posted communication, and communication submitted for posting, may be deemed as a public record subject to public disclosure.
- f.** The City of Johns Creek's Communications Department shall recommend to the City Manager for approval of social media technologies that may be suitable for use by City departments, affiliated boards, commissions and authorities.
- g.** The City of Johns Creek shall have a single presence on social media sites deemed appropriate for use. Requests for individual department or agency pages or sites must be approved by the City Manager who may delegate this function to the Communications Department.
- h.** The Communications Department shall provide training and education to City agencies and departments on how to best use various social media outlets to achieve their goals.
- i.** All official City of Johns Creek presences on social media sites or services are considered an extension of the City's communication/information networks and are governed by all policies applicable to the use of City computers and electronic media.
- j.** The Communications Department should be contacted by city staff, elected officials and affiliated agencies for assistance with developing appropriate uses for social media, selecting appropriate social media outlets and defining a strategy for social media use.
- k.** Departments that use social media are responsible for complying with applicable federal, state and city laws, regulations and policies. This includes adherence to established laws and policies regarding copyright, records retention, Freedom of Information Act (FOIA), the Georgia Open Records Act, First Amendment, privacy laws, sunshine laws and information security policies established by the City of Johns Creek, its departments, affiliated boards, commissions and authorities.
- l.** Employees representing the City of Johns Creek on social media outlets must identify themselves by name, and when relevant, by role at the City. All City of Johns Creek policies are applicable to interactions on social media sites when representing the City of Johns Creek. Employees that fail to conduct themselves in an appropriate manner shall be reported to Department Directors and/or Human Resources for the appropriate action.

IV. Monitoring & Control

- a.** The Communications Department, on behalf of the City of Johns Creek, City Manager and City Council, 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 and policies of the City of Johns Creek.

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b. The City Manager has the authority to remove any information at any time from any City of Johns Creek social media site. Appeal of the removal of information should be made directly to the City Manager or his/her designated agent for review and final determination.

c. Violation of this policy may result in the removal of content from social media outlets and revocation of permission to post on City of Johns Creek social media sites.

d. This Policy shall apply to all City agencies and departments as well as any affiliated government or non-government agency or official with permission to post on City of Johns Creek social media sites.

V. Public Comment/Posting

The City of Johns Creek shares notices about city government and its activities via social media to reach a broader audience and so that interested citizens can also share our information. We encourage you to submit your comments, questions or concerns, but please note this is a moderated online discussion site and not a public forum.

The City of Johns Creek's contractual obligations with our social media platforms require it to enforce their policies with regard to posted comments, e.g., <http://www.facebook.com/terms.php>.

The guidelines below are, in part, Johns Creek's effort to comply with those obligations.

b. Basically, be courteous, respectful and relevant. Remember that your comments may be read by persons of any age, and are subject to open public records laws.

c. If your post violates them, it will be removed. Once posted, the City of Johns Creek reserves the right to delete submissions that contain:

- vulgar language;
- personal attacks of any kind;
- offensive comments that target or disparage any ethnic, racial or religious group.

d. Further, the City also reserves the right to delete comments that:

- are spam or include links to other sites;
- are clearly off topic;
- include identical or repeated comments;
- contain sexual content or links to sexual content;
- advocate illegal activity;
- promote particular services, products, or political candidates or organizations;
- infringe on copyrights or trademarks;
- have the potential to compromise the safety or security of the public or public systems;
- are made by persons identifiably under the age of 13;
- contain personally identifiable medical information; or
- contain personal personally identifiable information (PII) such as email addresses, social security numbers, phone numbers or any other information for which a person has a reasonable expectation of privacy.

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- e.** Users who violate this policy may be banned from future commenting or blocked from the social site where the violation occurred.
- f.** Please note that the comments expressed on any City of Johns Creek social media site do not reflect the opinions and position of Johns Creek government or its officers and employees.
- g.** Content posted to a City-owned and maintained social media site thereafter becomes property of the City. This includes all original wording, all posted images that come by way of a Smartphone, etc. However, photography or wording that has any prior and/or documented copyright or ownership will be removed.
- h.** The City reserves the right to deny access to third party social media sites for any employee on their City workstation, who posts comments with inappropriate content as set forth in “c” and “d” above, at any time and without prior notice.
- i.** All comments posted to any of City third party social media sites are bound by the third party social media’s Statement of Rights and Responsibilities, e.g., <http://www.facebook.com/terms.php>.
- j.** The City reserves the right to report any violation of any of the third party social media sites’ Statement of Rights and Responsibilities so that the third party social media site can take appropriate and reasonable responsive action.
- k.** The disclaimer information contained in “f” and “g” above should be posted on all City media sites.

We recognize that the internet and social media are available 24 x 7. Comments are welcome at any time. However, due to the need to manage resources, questions and comments will typically be responded to during normal business hours: Monday – Friday, 8:30 AM to 5:00 PM. If you have any questions concerning the operation of this online moderated discussion, please use our [Let Us Know](http://www.johnscreekga.gov/online/forms/let-us-know.asp) form which can be found at <http://www.johnscreekga.gov/online/forms/let-us-know.asp>.