
 <b>MUNICIPALITY OF ANCHORAGE O P E R A T I N G P O L I C Y / P R O C E D U R E</b>	P&P No. <b>16-5</b>	Page 1 of 4
	Effective Date: <b>March 9, 2020</b>	
Subject:  <b>Social Media Accounts</b>	Supercedes No. New	Dated:
	Approved by: 	

1. PURPOSE

Establish the policy and procedure for the creation and management of official Municipality of Anchorage and department social media accounts.

2. POLICY

Department use of social media technology shall conform to the policies, protocols and procedures contained, or referenced, herein.

3. ORGANIZATIONS AFFECTED

All Municipal agencies, including utilities and enterprises.

4. DEFINITIONS

- a. Social media refers to the various activities that integrate technology, social interaction, and content creation. Social media uses many technologies and forms, including social-networking, blogs, wikis, photo-sharing, video-sharing, podcast, social bookmarking, mash-ups, widgets, virtual worlds, microblogs, Really Simple Syndication (RSS) and more. Not all forms of social media may be appropriate for use by municipal departments.
- b. Social Media Coordinator refers to the staff member who administers the social media for each department. This may be a department Public Information Officer (PIO).

5. RESPONSIBILITIES

- a. Department Directors, or designees, shall:
  - i) Have authority to determine and establish social media activity at the department level; and
  - ii) If utilizing social media, designate a Social Media Coordinator responsible for overseeing the department's social media activity, policy compliance, and security protection.
- b. Social Media Coordinators and other authorized users shall:
  - i) Use social media on behalf of the department and be responsible for appropriateness of content;
  - ii) Perform their duties only within the scope defined by their respective department and comply with all municipal policies, practices, user agreements and guidelines;
  - iii) Adhere to the Social Media User Responsibility Guidelines; and
  - iv) Review site activity regularly for exploitation or misuse.

6. PROCEDURE

- a) *Department use of social media.* Departments who choose to utilize social media shall establish a well thought out social media workplan that considers the department's mission and goals, audience, etc.
- b) *Authorized use.* Department Heads, or designees, are responsible for designating appropriate levels of use.
  - i) Only Social Media Coordinators (or designee), and Department Head (or designee) shall be considered authorized users and have permission to post and respond on Municipal accounts.
  - ii) Authorized users shall review the Municipality's social media policies and procedures and are required to acknowledge their understanding and acceptance of their scope of responsibility via signing an acknowledgement form and forwarding to Human Relations in their employee file.
- c) *User Behavior.* The same standards, principles and guidelines that apply to Municipal employees in the performance of their assigned duties apply to employee social media technology use.
  - i) Social media use shall comply with all applicable federal, state, and municipal laws, regulations and policies.
    - (1) This includes adherence to but may not be limited to established laws and policies regarding copyright, records retention, Municipal Public Records Act, First Amendment, Americans with Disabilities Act (ADA), Health Insurance Portability and Accountability Act (HIPAA), privacy laws, and employment related laws, including, but not limited to, Municipality of Anchorage Operating Policy Procedure 16-3, MOA Computer System Access and Use, P&P 28-1 Information Resource Management, P&P 40-16 Policy Against Harassment, P&P 40-28 Workplace Violence, P&P 40-30 Municipal Ethics Policy, P&P 40-36, Policy Against Workplace Bullying, P&P 52-1 Records Management Policy, and P&P 52-8 Public Access to Records and Publications.
    - (2) Authorized users participating in social networking discussions related to Municipality of Anchorage business matters in off-time shall indicate that their viewpoints are personal and do not necessarily reflect the Municipality's opinion.
    - (3) Department directors and Human Relations will work in concert on any alleged violations. Violations of this policy may result in discipline up to and including termination.
    - (4) Departments who choose to utilize social media shall: designate a Social Media Coordinator responsible for overseeing the department's social media activity, policy compliance, and security protection.



- d) *Authenticity Establishment.* Department social media accounts shall be created and maintained with identifiable characteristics of an official site that distinguishes them from non-professional or personal uses.
- i) Department social media accounts shall display an official Municipality of Anchorage email address or phone number, make reference to being the “official account,” and provide a link to the department website wherever at all possible and appropriate.
  - ii) The name “Municipality of Anchorage” or the official municipal or department logo must be displayed wherever at all possible and appropriate.
- e) *Site Content.* Departments are responsible for establishing and maintaining content posted to their social media sites including content posted by external users.
- i) All content posted on department social media sites is considered public records subject to disclosure under Anchorage Municipal Code chapter 3.90. Public records requests related to a MOA social media site shall be handled by the department managing the site.
  - ii) All department sites shall provide a link to the Social Media User Responsibility Guidelines (below) and, if needed, consult with the Legal Department to develop a department specific disclaimer.
- f) *Social Media User Responsibility Guidelines.*
- i) Content may be subject to removal if it contains:
    - a) Profane language or content;
    - b) 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, gender identity or sexual orientation;
    - c) Sexual harassment or sexually explicit content;
    - d) Solicitations of commerce or advertisements including promotions or endorsements;
    - e) Conduct or encouragement of illegal activity;
    - f) Information that may compromise the safety or security of the public or public systems, as well as public employees;
    - g) Content intended to defame any person, group or organization;
    - h) Content that violates a legal ownership interest of any other party, such as trademark or copyright infringement;
    - i) Libelous, vicious or malicious statements concerning any employee, the Municipality or its operations;
    - j) Violent or threatening content; or
    - k) Disclosure of confidential, sensitive or proprietary information;
  - ii) Unacceptable content and repeat individual violators may be removed and/blocked upon consultation with the department director. Before removing/blocking, a private message will be sent to the responsible user noting repeated violation of the Social Media User Responsibility Guidelines and the reason for removal/blocking. See subsection 6.g.iii concerning content management and deletion.
  - iii) Content may not be removed for simply stating an unpopular viewpoint.
  - iv) All comments and posts may be subject to public records laws.
  - v) The appearance of public links does not constitute official endorsement by the Municipality of Anchorage.

- g) *Records Management.* Social media use shall be documented and maintained in an easily accessible format that tracks account information.
- i) Departments are responsible for the creation, administration, archiving, and deactivation of social media accounts. Accounts are to only be established with a muni.org email address.
  - ii) All content is to be fully accessible to any person requesting records from the social media site.
  - iii) Content deemed inappropriate per the Social Media User Responsibility Guidelines shall be promptly documented (screenshot/printout), and then saved prior to removal.
- h) *Security.*
- i) Account usernames and passwords shall be kept secure but kept accessible by two or more employees at all times.
  - ii) Departments shall report perceived or known account violations to the Municipality's Information Technology Department.
  - iii) Any devices used to administer Municipality of Anchorage social media sites shall have up-to-date software to protect against malicious attacks, including but not limited to, viruses, worms, trojans, and ransomware.
8. ANNUAL REVIEW DATE/LEAD REVIEW AGENCY
- The Mayor's Office shall review this document annually for any needed revisions.