CITY OF SAN ANTONIO

Administrative Directive	**AD 6.15 Social Media**
Procedural Guidelines	Guidelines to establish acceptable and authorized use of social media outlets in the performance of City business.
Department/Division	Communications and Public Affairs, Information Technology Services, Office of the City Attorney, Office of the City Clerk
Effective Date	January 19, 2010
Project Manager	Di Galvan, Director, Communications and Public Affairs, Hugh Miller, Director Information Technology Services, Leticia M. Vacek, City Clerk

Purpose

The purpose of this Administrative Directive (AD) is to ensure the proper use of social media technologies by City of San Antonio employees and volunteers. This Directive provides guidance for how the City communicates to employees, residents, visitors, businesses, and various audiences through social media outlets.

Policy

Social media technologies also referred to as "Web 2.0," are communication tools. City departments may subscribe to social media outlets in order to enhance communication, collaboration, and information exchange in support of City business objectives. Employees have the responsibility to use these resources in an efficient, effective, ethical, and lawful manner that respects all parties involved. This Directive does not apply to individual personal accounts owned by City employees for personal use. However, individuals must exercise good judgment when using personal social media outlets to not bring negative publicity or discredit to the City.

Social media support the vision of the City by providing employees, residents, visitors, businesses, and other audiences with options to connect and interact with City government using the most commonly available technologies. The Communications and Public Affairs (CPA) Department, in conjunction with the Information Technology Services Department (ITSD) and Office of the City Attorney (OCA), shall approve what social media outlets may be suitable for use by the City and its departments. The CPA shall serve to educate departments on how to best use various social media outlets to achieve their goals. The City Clerk shall ensure that social media records are maintained in compliance with relevant state and local records management laws.

Policy Applies To

☐ External & Internal Applicants	☒ Current Temporary Employees

☒ Current Full-Time Employees	☒ Current Volunteers
☒ Current Part-Time Employees	☒ Current Grant-Funded Employees
☒ Current Paid and Unpaid Interns	☒ Police and Fire Academy Trainees
☒ Uniformed Employees Under Collective Bargaining Agreements	☒ Current Contract Employees

Definitions

Blog	A web-based forum with regular entries of commentary, descriptions of events, or other materials where the blog host posts material on the website, and others may provide comments. Blogs may be moderated (by a host) or un-moderated (allow any material to be posted).
City Employee	Any employee (including appointees, regular full- and part-time, contract, and temporary employees) of any City department or agency.
Mashup	A web-based presentation of information that combines data and/or functionality from multiple sources. For example, a mashup would be a Google map showing average housing prices drawn from a City assessor's online database.
Micro-Blog	Extremely short blog posts in the vein of text messaging. The messages can be viewed either by anyone or by a restricted group that is chosen by the user. Twitter, a popular micro-blog client, allows for posts of up to 140 characters in length to be uploaded and read online or through instant messaging or mobile devices via text messaging.
Photo Sharing	Websites that allow users to post and share digital photos. These sites typically allow commenting and metadata to be attached to photos.
Podcast	A way of publishing audio files on the web so they can be accessed by computers and audio devices. Podcasting allows users to subscribe to a feed of new audio files using software that automatically checks for and downloads new audio files.
Record	Recorded information regardless of medium or characteristics; Any paper, book, microfilm, card, magnetic tape, disk, map, or any copy or electronic record that has been created or received by the City and has been used by the City as evidence of its activities or because of the information contained. Records include databases, electronic recordkeeping systems and a collection of related data fields to include Social Media, SharePoint collaboration sites, Instant Messaging, and Text Messaging. (Reference AD 7.8F, *Electronic Signatures and Records*)

RSS Feed	A web content format that, when used with an RSS aggregator, alerts users to new or exciting content on a website. They enable users to avoid the conventional methods of browsing or searching for information on websites. Once users subscribe to an RSS feed, they can gather material from web sites of their choosing.
Social Bookmarking	A web-based service where users create and store links. Although web browsers have the ability to bookmark pages, those links are tied to that browser on that computer. Social bookmarking, in contrast, is tied to an online account, which can be made public. These bookmarks can be shared and discovered by others. Examples of social bookmarking sites include del.icio.us, Digg, and, Reddit.
Social Media or "Web 2.0"	Umbrella terms that encompass the various activities that integrate technology, social interaction, and content creation. Social media use many technologies and forms, such as blogs, wikis, photo and video sharing, podcasts, social networking, mashups, and virtual worlds.
Social Networks	Systems that focus on building online communities of people who share interests and/or activities, or who need/desire to explore the interests and activities of others.
Video Sharing	Websites on which users post video they have taken for others to view and on which to comment. Such sites allow viewers to "embed," or display others' videos on their own sites.
Virtual Worlds	Computer generated environments where users can socialize, connect, and create using voice, avatars, and text.
Wiki	A term used for a simple form of an online (world-wide-web) version of a simple database that allows individuals to add content.
Policy Guidelines	
General Guidelines	SCOPE A. This directive applies to the employees of all departments within the City. This directive is to be read by all City employees who use the City's data assets, computer systems, and networks. B. This directive does not apply to law enforcement personnel acting in an undercover capacity for the purpose of a criminal investigation. RELEVANT TECHNOLOGIES C. This directive includes (but is not limited to) the following specific examples: 1. Communication a. Blogs: Blogger, LiveJournal, Open Diary, TypePad, WordPress,

Vox, ExpressionEngine

b. Micro-blogging / Presence applications: Twitter, Plurk, Jaiku

c. Social networking: Bebo, Facebook, LinkedIn, MySpace, Orkut, Skyrock, Hi5, Ning, Elgg

d. Social network aggregation: NutshellMail, FriendFeed

e. Events: Upcoming, Eventful, Meetup.com

2. Collaboration

a. Wikis: Wikipedia, PBwiki, wetpaint

b. Social bookmarking (or social tagging): Delicious, StumbleUpon, Google Reader, CiteULike

c. Social news: Digg, Mixx, Reddit

d. Opinion sites: epinions, Yelp

3. Multimedia

a. Photo sharing: Flickr, Zooomr, Photobucket, SmugMug

b. Video sharing: YouTube, Vimeo, sevenload

c. Livecasting: Ustream.tv, Justin.tv, Stickam

d. Audio and Music Sharing: imeem, The Hype Machine, Last.fm, ccMixter

4. Review and Opinions

a. Product Reviews: epinions.com, MouthShut.com

b. Q&A: Yahoo! Answers, WikiAnswers

5. Entertainment

a. Media & Entertainment Platforms: Cisco Eos

b. Virtual worlds: Second Life, The Sims Online, Forterra

c. Game sharing: Miniclip, Kongregate

<u>OWNERSHIP</u>

D. All City-sponsored social media accounts and their content are the property of the City. That is, the City "owns" all social media accounts and content regardless of which department or staff member creates the account and posts the content.

<u>RECORDS</u>

E. Posting data on social media networks are subject to the Texas Open Records/Meetings Act.

F. Records shall be maintained in accordance with the legal requirements for the retention and disposition of the records based on the City's Records Management Program. (Refer to AD 7.8F *Electronic Records*

and Signatures.)

G. Texas State Law and relevant City records retention schedules apply to social media formats and social media content. Unless otherwise addressed in a specific social media standards document, the department maintaining a site shall preserve records required to be maintained pursuant to a relevant records retention schedule for the required retention period on a City server in a format that preserves the integrity of the original record and is easily accessible. Appropriate retention formats for specific social media tools are detailed in the Texas State Library Local Government Bulletins.

H. The City Records Management Officer (RMO), the City Clerk, shall provide training related to retention and disposition of records.

PRIVACY AND SECURITY

I. The City reserves the right to monitor content before it is posted on all social media outlets and accounts, and to remove any content that it deems, at its sole discretion, to violate any law, City policy, or is otherwise inappropriate. Social media are not secure means of communication. Users are not conferred and do not have an expectation of privacy under this policy.

APPROVED SOCIAL MEDIA OUTLETS

J. The CPA, working with ITSD and the OCA, will maintain a list of City-approved social media outlets for business use (see Appendix A – Approved Social Media Sites). Such outlets must meet one or both of the following purposes:

   1. To provide City employees, residents, visitors, businesses, and other audiences with information about City events, activities, and issues

   2. To provide individuals and organizations outside our community with appropriate information about the City

K. ITSD and the OCA shall assist the CPA to ensure that all approved social media sites conform to City policies and security and risk standards.

L. Departments shall cooperate with the RMO to ensure that all social media postings comply with state and local records management laws.

M. Departments shall maintain records of all their social media accounts including site name, site address, user IDs, and passwords. ITSD shall provide a means, to be determined, by which departments can maintain and control social media account information

N. User or account names must be approved by CPA to ensure they are consistent with City-approved naming conventions.

O. Departments shall ensure that all individuals designated to create and manage social media sites have an acceptable level of knowledge and training on that technology.

P. Departments shall ensure that, when individuals who have access to a social media outlet change jobs or separate from the City, passwords are changed immediately in order to maintain security. Departments shall work with the company that owns the social media outlet to regain control over sites where an employee may have changed the password and did not inform the City.

Q. The CPA may remove any social media outlet from the approved list if it fails to meet the aforementioned purposes. ITSD may remove any social media outlet from the approved list if it fails to meet City standards for security and risk.

REQUESTING THE USE OF SOCIAL MEDIA OUTLETS

R. Departments that would like to utilize a social media outlet on the list must receive approval through their Department Director, from their Executive Leadership Team (ELT) member and the CPA, in conjunction with ITSD. Departments must provide justification using the attached Social Media Request Form. Departments may use the same process to request the use of a social media outlet that is not on the approved list.

S. ITSD shall work with the CPA to determine whether the requested site conforms to City policy with regards to technology security and risk.

USER COMMENTS

T. Some social media outlets may allow the public to post comments to an account or page that is maintained by the City. Public comment posts shall not be allowed unless approved by the CPA and OCA. Unless approved by the CPA and OCA, the ability to allow public comment posts should be disabled.

U. If public comments are enabled and/or inherent to the social media outlet, departments shall monitor public comments and immediately remove all inappropriate comments or respond to those comments that may cause misinformation. The CPA and OCA shall have authority to remove public comments or close the social media account if necessary.

V. For those social media outlets that do not allow the disabling of public comment posts, or where public comments are an essential component of a department's social media program, departments shall monitor these posts regularly and those that may be considered profane, obscene, defamatory or otherwise inappropriate shall be immediately brought to the attention of that social media outlet's administration for review.

ENFORCEMENT

W. The CPA, in cooperation with ITSD, shall have authority to interpret and apply this Directive. Any unique requests not covered by this AD may be reviewed and considered by the CPA, in cooperation with ITSD, on a case-by-case basis. This Directive may be modified or amended at any time, if it has been through a formal review and

	approval process. The CPA shall provide notice of any such modifications or amendments and ensure a current version is posted in a publicized location where all authorized individuals may access it. X. City departments are responsible for any disciplinary action taken against employees who violate this Directive. The Human Resources (HR) Department will provide guidance, as required, to departments regarding appropriate disciplinary action to be taken against employees who violate this Directive.
Roles & Responsibilities	
Communications and Public Affairs	A. Create and maintain a list of all City-approved social media outlets B. Review and approve or deny new outlets to be added to the approved list of social media sites C. Review and approve or deny user account names to ensure they are consistent with City-approved naming conventions D. Remove any social media outlet from the approved list if it fails to meet the purposes of the City
Departments	A. Responsible for the social media content posted by the department and monitoring the department's social media sites for the types of comments listed under "U" of this Directive B. Submit a written justification through the applicable Department Director to the appropriate Executive Leadership Team (ELT) member and CPA (and ITSD) to access approved social media sites and those not approved by this Directive (does not apply to law enforcement agencies conducting a criminal investigation) C. Identify an individual to maintain the department's list of social media accounts and authorized users D. Maintain records of all their social media accounts including site name, site address, user IDs, and passwords in a manner prescribed by ITSD E. Review and verify all approved social media accounts and authorized users at least annually to ensure business need and conformance with City Directives F. Provide oversight of users and all utilized social media sites in accordance with City policies
Employees	A. Follow the process within this policy and any subsequent guidance or directives
Human Resources	A. Provide guidance, as required, to City departments regarding appropriate disciplinary action to be taken against employees who violate this directive

Information Technology Services Department (ITSD) and the Chief Information Security Officer (CISO)	A. Cooperate with the CPA to ensure that all approved sites conform to City policies, especially in view of technology security and risk B. Provide a means by which to maintain and control social media account information by City departments C. Remove any social media outlet from the approved list if it fails to meet City standards for security and risk
Records Management Officer (City Clerk)	A. Ensure that departments maintain and comply with state and local records management laws B. Assist departments using social media outlets to comply with state and local records management laws

Attachments

Social Media Request Form	See Appendix C – Social Media Request Form

Information and/or clarification may be obtained by contacting the Communication and Public Affairs Department at 207-7234.

Di Galvan — 1-18/2010
Director, Communications and Public Affairs — Date

Approved by:

Hugh Miller — 01/18/2010
Director/CTO, Information Technology Services Department — Date

Approved by:

Leticia M. Vacek — 1-18-10
City Clerk, Office of the City Clerk — Date

Approved by:

Erik J Walsh — 1/18/10
Assistant City Manager, City of San Antonio — Date

Approved by:

Richard J. Varn
Chief Information Officer (CIO), City of San Antonio

1/18/2010
Date

Approved by:

Michael D. Bernard
City Attorney, City of San Antonio

1/18/2010
Date

Approved by:

Sheryl Sculley
City Manager, City of San Antonio

1-18-10
Date

CITY OF SAN ANTONIO

EMPLOYEE ACKNOWLEDGMENT FORM
FOR

ADMINISTRATIVE DIRECTIVE 6.15
Social Media

Employee:

I acknowledge that on _____, 20____, I received a copy of Administrative Directive 6.15, Social Media. I understand if I should have any questions I should contact my Human Resources Generalist.

Employee Name (Print)	Department
Employee Signature	SAP ID #

APPENDIX A – APPROVED SOCIAL MEDIA SITES

A. The following social media outlets are approved for use by the City of San Antonio within the guidelines of this policy.

   1. Facebook
   2. Flickr
   3. RSS Feed
   4. Twitter
   5. YouTube
   6. Blog

B. All other social media sites will be blocked from use on City systems.

C. To request a social media site not on this list, refer to "REQUESTING THE USE OF SOCIAL MEDIA OUTLETS" in this Directive.

APPENDIX B – GUIDING PRINCIPLES

A. City employees will act in a professional manner by:

1. Identifying themselves by name and as an employee of the City of San Antonio unless prohibited by policy or rules, such as with Public Safety personnel
2. Using only appropriate language that is not foul, derogatory, disrespectful, inaccurate, threatening or considered as harassment
3. Using this method of communication in a productive and informative manner
4. Being aware that what is written or posted by way of photographs or audio files will not only reflect on the individual and department, but also on the Elected Officials and employees of the City; using caution and care so that no use of social media results in damage to the organization or reputation of anyone within the City of San Antonio
5. Not providing confidential information, including names, or be using such material as part of any content added to a site
6. Not commenting on business partner or vendor practices or services or using such as part of content added to a site
7. Not providing information related to pending business decisions that would compromise negotiations or including such as part of content added to a site
8. Being aware that all content added to a site is subject to open records/right to know laws and discovery in legal cases
9. Being aware of the instant and wide accessibility and long-term nature of online posts
10. Not directing any online users to sites which are not viable, ethical, legal and moral or sites that would violate any administrative directives such as those for political activity; fraud, waste, or abuse; or outside employment

B. When you are representing the City in an official capacity, you are responsible for the content you publish on blogs, wikis, or any other form of user-generated media. Assume your communications are in the public domain, available for publishing or discussion in all forms of media.

C. When you discuss City-related matters, you may need to coordinate your writing with the Communications and Public Affairs Department and/or Office of the City Attorney. When in doubt, consult them.

D. Respect copyright, fair use, and financial disclosure laws. Always protect sensitive information, such as personally identifiable information. Do not publish or report on conversations that are meant to be pre-decisional or internal to the City unless given permission by management.

E. Be aware of your City association in online social media. Ensure your profile and related content is consistent with how you wish to present yourself as a City professional, appropriate with the public trust associated with your position, and conforms to existing ethical standards. Have no expectation of privacy.

F. Be aware that if you are using social media with City equipment (PC, laptop, Blackberry) there should be no expectation of privacy.

G. Be aware that if you maintain or contribute to any form of social media through non-City accounts, you are still expected to exercise good judgment, not disclose confidential or other information you

would not be privy to as a non-City employee, or use City logos or any other copyright or trademark material.

H. Be aware that if you are utilizing social media outlets personally, you should not use the City of San Antonio's or department or program name in your identity (e.g. username, "handle" or screen name), nor speak as a representative of the City of San Antonio. If you are identify yourself as a City employee or are widely known to be a City employee, include a disclaimer that lets other online users know that your opinions are your own and do not represent the City of San Antonio.

I. Be aware that the City's Communications Policy (AD 6.14) remains in effect for online users and any media inquiries directed to City employees engaged in social media need to handled according to the AD.

J. Assist in maintaining social media availability to all within the City of San Antonio by reporting inappropriate use of these communications tools to your supervisor, department director or the Communications and Public Affairs Department.

APPENDIX C – SOCIAL MEDIA REQUEST FORM

CITY OF SAN ANTONIO

Social Media Request Form

Requester Name: _____ **Request Date:** _____
Department: _____ **Title:** _____
E-mail: _____ **Telephone #:** _____

Social Media Application(s) Requested:

- **Name:**
- **Web Address:**

Content:

- **What is the user ID or name of the account?**
- **What is the purpose of the use of the application?**
- **What is the primary audience the application is intended to reach?**
- **What type of content will be posted?**
- **Who may post content?**
- **Who is responsible to maintain the content?**
- **Are public comments associated to this request?**
- **Who is responsible to monitor the appropriateness of the social media content and associated public comment content (if applicable)?**
- **Additional Comments:**

Justification:

Note: All social media/networking sites are the property of the City of San Antonio. User IDs and passwords must be known and maintained by the City.

_____ _____
Signature (Requester) **Date**

Request must be approved and signed by Department Director, Assistant City Manager, and Public Information Office. Please route request to Department Director first:

Signature (Department Director) **Date**

☐ **Approved** ☐ **Denied** ☐ **Request for Information (see below)**

Signature (Executive Leadership Team) **Date**

☐ **Approved** ☐ **Denied** ☐ **Request for Information (see below)**

Signature (Communications and Public Affairs) **Date**

☐ **Approved** ☐ **Denied** ☐ **Request for Information (see below)**

Comments: