

754.12: Social Media and External Internet Tools

1. OBJECTIVE: To provide the policy and procedures for developing applications and providing content on external web applications and social media platforms in order to ensure consistency with our City brand and content.
2. AUTHORITY: This procedure approved by City Council on November 5, 2012 Item A-1.
3. DIRECTION: Director of Communications and Neighborhood Relations, an appointed position.

4. FUNCTIONS

a. Definitions

- a) "Web based social network services" are external websites or services on non-city servers. Most social network services provide a variety of ways for users to interact, such as email and instant messaging services. Examples of current social network services are MySpace, Facebook, Twitter and LinkedIn.
- b) "External web applications" are web functions that are hosted on a web server off the City's network. For example, the City's Code is provided by a non-City website. These applications can be embedded into a City web page or linked from a City web page. This policy focuses on those applications that are provided for free. Current examples of these applications are Google Maps, YouTube and Flickr.
- c) "Content managers" are the individuals responsible for maintaining the information on a site.

b. Selection of Social Media Sites

- a) Given that social network sites vary in content and use, the Office of Communications and Neighborhood Relations will review a site before a City account is created, including:
 - i. Ensuring the site allows comments or posts to be turned off.
 - ii. Ensuring the site provides an account for the Office of Communications and Neighborhood Relations to control content.
 - iii. Reviewing the concept, audience and marketing plan for the site.

- b) The Office of Communications and Neighborhood Relations will setup the main administration account for the site, using a City email address.
 - c) The Office of Communications and Neighborhood Relations may establish City of Orlando accounts on social media sites, even if the City does not currently plan to use them. This will reserve the name and keep another person or organization from presenting themselves as the City of Orlando.
- c. Use of Social Media Sites
- a) Any social media site used for City business must be approved by the Office of Communications and Neighborhood Relations.
 - b) If a social media site used by the City allows for comments to be posted by the public and that feature cannot be turned off, the Office of Communications and Neighborhood Relations reserves the right to edit or remove content based on the criteria listed below. The City's intent is not to create a public forum, but to maintain a moderated online discussion directly relating to topics posted by the City that is appropriate for citizens that are over age 13 and up to read.

The following is inappropriate material:

- i. Comments not topically related to the particular article being commented upon;
- ii. Profane language or content
- iii. 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
- iv. Sexual content or links to sexual content
- v. Solicitations of commerce; excluding Orlando Venues and Enterprise Funds
- vi. Conduct or encouragement of illegal activity
- vii. Information that may tend to compromise the safety or security of the public or public systems
- viii. Content that violates a copyright, trademark or other legal ownership interest of any other party

- ix. Disparaging personal remarks or acrimony towards another person
 - x. Campaign information from a candidate for elected office or information related to a candidate's personal campaign
- c) Social network sites may be used to promote the City, City services, job opportunities and events.
 - d) City use of social media sites will comply with City Policy & Procedures 800.5, Ethics, and 808.18, Participation in Political Campaigns.
 - e) All social media sites shall clearly indicate that they are maintained by the City of Orlando and shall have City of Orlando contact information available on the site.
 - f) No City employee personal email addresses should be posted on these sites.
 - g) The City's website can link to the City's official page on a social network site.

External Web Applications

- a) The Office of Communications and Neighborhood Relations will review an external web application based on its purpose, audience and need.
- b) The Office of Communications and Neighborhood Relations will submit external web applications to CONCEPT, Technology Management's review committee, to ensure it is compatible to the City's network environment and browsers.
- c) The Office of Communications and Neighborhood Relations will create an administrative account with a City email address.

Content

- a) "Posting" in this section refers to employees posting official City business information.
- b) The Office of Communications and Neighborhood Relations may disable functions on the site or application that are not needed or desired.
- c) The Office of Communications and Neighborhood Relations may delegate the responsibility of reviewing content to office or department directors. When a site is maintained by an office or department, information posted on the site will be reviewed prior to being released, in accordance with the department's or office's normal review process.

- d) All information posted by the City on external sites is subject to the Florida Public Record Law. Content managers for the site shall maintain an archive of all information posted to the site, in the event it cannot be retrieved from the actual site itself. City elected officials shall not engage in online discussions concerning matters that may come before them for City Council action. Citizen advisory board members shall not engage in online discussions concerning matters that may come before them on their board.
- e) The Office of Communications and Neighborhood Relations will review all applications and social media sites on a yearly basis to ensure they are updated and, for social media sites, that information is being posted on a regular basis.

5. FORMS:

None.

6 COMMITTEE RESPONSIBILITIES:

None.

7 REFERENCES:

This procedure adopted by City Council, November 5, 2012, Item A-1.

8. EFFECTIVE DATE: November 5, 2012