

CITY OF MINNEAPOLIS

Social Media Procedures

Governing Policy: City of Minneapolis Social Media Policy

Applies To: This policy applies to all full and part-time employees, temporary employees, appointed employees, contractors, interns and any person engaged in the performance of work pursuant to the provisions of any federal grant or contract.

Synopsis: The following procedures document supports the City of Minneapolis Social Media Policy and describe how individuals should formally participate in external Social Media communities.

Department Approval: November 2010

Last Revision Date: August 9, 2011

Administrating Departments: Communications

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Procedures for Social Media Policy

Purpose of Procedures

1. Ensure that departments and City employees who want to utilize the City's social media sites conform to the proper City policies and procedures
2. Establish guidelines for who may communicate on behalf of the City of Minneapolis on the City's social media sites and what is communicated on these sites
3. Provide expectations and requirements for responsible use of City's social media sites by employees
4. Ensure that retention and destruction of content of the City's social media sites conforms to City records management policies and procedures

Social Media Site Design Requirements

The Communications Department's social media sites are:

- www.facebook.com/cityofminneapolis
- www.twitter.com/CityMinneapolis
- www.youtube.com/cityofminneapolis
- www.facebook.com/MinneapolisSnowEmergency
- www.twitter.com/MinneapolisSnow

Wherever possible and space-permitting, through a tab, a link, or otherwise on the homepage, the following information shall be clearly stated:

1. Ownership: This is the official City of Minneapolis/[City of Minneapolis Department Name] Facebook page/Twitter account/YouTube channel [or other social website name].
2. Public data: All content and comments that you provide are public and will be reviewed to determine if they fall within the following limitations and prohibitions.
3. Limitations: The content, comments and links placed on this site by the City of Minneapolis are government speech. This Facebook page/Twitter account/YouTube channel [or other social website name] is created as a limited public forum for the purpose of allowing you to discuss issues related to the governance of the City of Minneapolis/[City of Minneapolis department name]/[specific topic].
4. Prohibition: Your content and comments that are not within the purpose of the limited public forum will be removed from the social media site. Further, content and comments will be removed from the social media site if they fall into any of the following categories:
 - Defamatory comments
 - Profane language
 - Comments, materials, photos, etc., that promote, foster, or perpetuate 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, affectional preference or sexual orientation
 - Sexually explicit remarks or material
 - Terroristic threats
 - Illegal activity
 - Comments related to political campaigning
 - Comments that violate the City's Solicitation For Charitable Purposes Policy.
5. Disclaimer, Linking disclaimer, Choice of Law and Copyright Notice: The City of Minneapolis Disclaimer, Link Disclaimer, Choice of Law and Copyright Notice, as used on the Official City of Minneapolis Website, www.minneapolismn.gov, must be included on the City's social media sites. Any other applicable disclaimers that are provided on the Official City of Minneapolis Website should be included on the City's social media sites. Following are the current disclaimers, choice of Law and Copyright Notice of the Official City of Minneapolis Website:

Disclaimer

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You may also ask questions or provide feedback about any City of Minneapolis web page at the following e-mail address: info@minneapolismn.gov.

Link Disclaimer

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The City of Minneapolis is engaging in government speech when it provides links on this website. The City of Minneapolis makes the decision on what links it will include on the website. The City will not link to websites that relate to campaigning or advocating for candidates for public office. Generally, the City of Minneapolis may link to the following, which is a nonexclusive list:

- Government organizations and nonprofits organizations, specifically those that provide information that support the functions and services of the City.
- Organizations that have some relationship to the City.
- Organizations that provide services to the citizens of the City, e.g., job search services.
- Community and neighborhood organizations.
- Organizations that provide information on upcoming social events, art exhibits, sporting events, or events that may be of interest to Minneapolis residents and visitors.
- Media links that relate to City issues, e.g., news articles related to the City.
- Information on tourist attractions in Minneapolis.
- Any other information related to the City or that may be of interest to Minneapolis residents.

Choice of Law

Construction of the disclaimers contained in this website and resolution of disputes concerning these disclaimers are governed by the laws of the State of Minnesota.

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Content Management Requirements

1. Content posted on the City's social media sites must conform to proper City policies.
2. Employees who communicate on the City's social media sites must follow the conditions outlined in the City's Social Media Policy and all applicable and related City policies such as the such as the City's Electronic Communications Policy and Respect in the Workplace Policy.
3. City's social media sites must allow user content and comments that are within the purpose of the limited public forum, except for prohibited content and comments listed above.
4. Social media page administrators or their designees and the Communications Department will review all comments on their respective social media sites.
5. Social media page administrators or their designees and the Communications Department will remove any content or comments from users that do not fall within the limited public purpose or are on the list of prohibited content and comment types (see above).

6. Social media page administrators or their designees and the Communications Department shall print a screenshot and retain with a note listing the reason(s) why the content or comment was removed.
7. Social media page administrators or their designees and the Communications Department will maintain records of all posts and content and comments featured on their blog and all screenshots printed, pursuant to records retention requirements.
8. The Americans with Disabilities Act must be followed. Departments and the Communications Department will make sure that accessible elements are used, including alt tags, long descriptions and captions as needed and that crime alerts can be accessed with commercially available text-based screen reader software.