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## Social Media Use

**Effective Date:** July 1, 2020

### Subject

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The City of Rye Social Media Use Policy.

### Authority

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This regulation is issued by the City Manager's Office

### Applicability

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The City of Rye has a business need to augment traditional communication methods with the use of social media channels. The use of social media presents opportunity and risk to the City and individual City departments. In general, the City supports the use of social media to further City and department missions and goals.

The City endorses the secure use of social media technology to enhance communication, collaboration and information exchange; streamline processes; and foster productivity improvements. However, their application must not compromise data confidentiality and integrity. The same standards of conduct, principles and guidelines that apply to City of Rye employees in the performance of their assigned duties apply to employee social media technology use. This document establishes Citywide social media use policies, protocols and procedures intended to mitigate associated risks from use of this technology where possible.

### Policy

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

#### 1.0 Definitions

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##### 1.1 Social Media

The U.S. Government defines social media as the various activities that integrate technology, social interaction, and content creation. Through social media, individuals or groups can create, organize, edit or comment on, combine, and share content. 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 City departments.

##### 1.2 Official City Email Account

Email account provided by a department mail system or approved external mailbox that is used for official City business.

##### 1.3 Approved City Social Networking Site

Approved City social networking site refers to social networks that the City Manager's Office (CMO) has assessed and approved for use by City departments.

## **1.4 Post**

An administrator submitted message/blog in the form of, but may not be limited to, text, videos, photographs, graphics, links (hyperlinks), documents, computer applications, etc.

## **1.5 Comment**

A user submitted response to an administrator post.

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## **2.0 Responsibility**

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### **2.1 CIO and CMO**

The City Chief Information Officer, or his/her designee, and the City Manager's Office are responsible for facilitating this policy in compliance with established rules and protocols. This includes responsibility to audit department use of social media and enforce policy compliance.

### **2.2 Department Head**

Within the terms of this policy, Department Heads have authority to determine and establish social media activity at the department program level.

### **2.3 Social Media Coordinator**

The Social Media Coordinator is appointed by the Department Head, or his/her designee, with authority to use social media on behalf of the department and responsibility to ensure the appropriateness of content.

## **3.0 Procedures**

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### **3.1 City Social Media Technology Use**

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

1. Comply with all applicable federal, state, and City laws, regulations and policies. This includes adherence to but may not be limited to established laws and policies regarding copyright, records retention, Freedom of Information Law (FOIL), NY Public Records Act, First Amendment, Americans with Disabilities Act (ADA), Health Insurance Portability and Accountability Act (HIPAA), Hatch Act of 1939, privacy laws, employment related laws, plus City established Administrative Rules and Regulations No.1.25 – Social Media Use and Personnel Management Regulations (PMR) such as but not limited to No. 20 – Employee Standards of Conduct, No. 21 – Equal Employment Opportunity and Anti-Harassment, No. 23 – Electronic Use, and No. 26 – Workplace Security, Safety, and Violence in the Workplace.
2. Be familiar and carry-out social media activity in accordance with the City of Rye Social Media guidelines.

### **3.2 Requirements for Department's Using Social Media**

Departments who choose to utilize social media shall:

1. Establish a well thought out social media workplan that complements citywide policies and considers the department's mission and goals, audience, legal risks, technical capabilities, security issues, emergency response procedures, etc. The workplan shall be submitted to CIO and City Manager's Office for review.
2. Designate a Social Media Coordinator responsible for overseeing the department's social media activity, policy compliance, and security protection.

### **3.3 Authorized Use**

Department Heads, in conjunction with CIO and CMO or designees, are responsible for designating appropriate levels of use.

1. Social media network usage shall be limited only to those with a clear business purpose to use the forum.
2. Appropriate usage levels include identifying what sites the individual is approved to use, as well as defining capability: publish, edit, comment or view only.
3. Only CIO, Social Media Coordinators, and Department Head designee shall be considered authorized users and have permission to post and respond.
4. Authorized users shall review the City'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 CMO.

### **3.4 User Behavior**

The same standards, principles and guidelines that apply to City of Rye employees in the performance of their assigned duties apply to employee social media technology use.

1. Authorized users shall do so only within the scope defined by their respective department per § 3.3 and in compliance with all City policies, practices and user agreements and guidelines.
2. Authorized social media spokespersons participating in social networking discussions related to City business matters in off-City time shall indicate that viewpoints are personal and do not necessarily reflect City opinion.
3. Violations of this policy shall be reviewed on a case-by-case basis and may result in appropriate disciplinary actions.

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### **3.5 Approved Social Media Networks**

Departments shall only utilize City approved social media networks for hosting official City social media sites listed in the City of Rye Social Media guidelines.

1. New social media networks under consideration will be reviewed and approved by the City Manager's Office and Chief Information Officer with consultation from City Counsel and Human Resources when appropriate.
2. For each approved social media network, usage standards will be developed to optimize government use of the site.
3. Departments may request review and approval of additional social media networks to CIO as needed.

### **3.6 Authenticity Establishment**

City department social media sites shall be created and maintained with identifiable characteristics of an official City site that distinguishes them from non-professional or personal uses.

1. City social media network accounts shall be created using an official City email account.
2. Contact information should display an official City email address, include something about being the "official account", and provide a link to the City or department website.
3. The name "City of Rye" or the official City or department logo must be displayed.
4. Link (hyperlink) to § 3.7.5: City of Rye Media User Responsibility Guideline must be displayed.

### **3.7 Site Content**

Departments are responsible for establishing and maintaining content posted to their social media sites.

1. Social Media Coordinators shall review site activity daily for exploitation or misuse.
2. Contents posted on City social media sites may be considered public records subject to disclosure under NY's Public Record Act. PRA requests for the production of posts on a City social media site shall be referred to City Corporation Counsel for review and response.

- 3" Sites shall provide a link to the City of Rye Social Media User Responsibility Guideline (see § 3.7.5) and, if needed, consult with City Counsel to develop department specific disclaimers to meet the City's legal needs.
- 4" Following forms of content posted by external and authorized users may be subject to removal if they contain:
- 5" Profane language or content;
  - 6" Content that promotes, fosters or perpetuates discrimination of protected classes;
  - 7" Sexual harassment content;
  - 8" Solicitations of commerce or advertisements including promotion or endorsement;
  - 9" Promotion or endorsement of political issues, groups or individuals;
  - : " Conduct or encouragement of illegal activity;
  - ; " Information that may tend to compromise the safety or security of the public or public systems;
  - <" Content intended to defame any person, group or organization;
  - = " Content that violates a legal ownership interest of any other party, such as trademark or copyright infringement;
  - >" Making or publishing of false, vicious or malicious statements concerning any employee, the City or its operations;
  - ? " Violent or threatening content;
  - @ Disclosure of confidential, sensitive or proprietary information;
  - A " Advocating for alteration of hours, wages, and terms and conditions of employment (applies to City employees only).

5" Unacceptable content and repeat individual violators shall be removed. Contact City Corporation Counsel on any legal issues. See § 3.8 concerning content management and deletion.

6" Departments shall have preventative measure in place against potential destructive technical incidents. See § 3.9 on network security.

### **3.8 Records Management**

Department use of social media shall be documented and maintained in an easily accessible format that tracks account information.

1. Departments are responsible for the creation, administration and deactivation of social media accounts
2. All content is to be fully accessible to any person requesting documents from the social media site.
3. Content deemed inappropriate per § 3.7.5 or technically destructive per § 3.9.2 shall be promptly documented (screenshot/printout), saved pursuant to IST policies and procedures regarding record retention, and then be removed immediately. Contact City Counsel on any legal issues.
4. Individuals (e.g., friends, fans or followers) who continue to post inappropriate content shall be reported and blocked.

### **3.9 Network Security**

Department shall have security controls in place to protect City information and technology assets against potential destructive technical incidents.

- Perceived or known compromises to the City's internal network shall be promptly reported to CIO.
- Computers, laptops and mobile devices used to administer City social media sites shall have up-to-date software to protect against destructive technical incidents, including but may not be limited to, cyber, virus and spyware/adware attacks.

### **4.0 Related References**

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1. City of Rye Personnel Management Regulation Employee Standards of Conduct
2. City of Rye Personnel Management Regulation Equal Employment Opportunity and Anti-Harassment
3. City of Rye Personnel Management Regulation Electronic Media
4. City of Rye Personnel Management Regulation Workplace Security, Safety, and Violence in the workplace.

