

RESOLUTION NO. 933

A RESOLUTION APPROVING THE CITY OF BROKEN ARROW, OKLAHOMA, SOCIAL MEDIA POLICY, PROCEDURES AND GUIDELINES; AUTHORIZING PERIODIC ADJUSTMENT BY THE CITY MANAGER; AND PROVIDING AN EFFECTIVE DATE OF AUGUST 1, 2016

WHEREAS, the City Council of the City of Broken Arrow has reviewed the social media networking sites used to communicate with its citizens; and

WHEREAS, presently, there is no uniform policy regarding the creation, use or administration of such social media sites; and

WHEREAS, the City of Broken Arrow, Oklahoma, Social Media Policy, Procedures and Guidelines, as set forth in Exhibit "A," attached hereto, provides clear direction on the creation, administration and use of the City's Social Media sites and disseminating time sensitive information and broadcasting its messages to the widest possible audience; and


WHEREAS, the City Council desires to adopt the City of Broken Arrow, Oklahoma, Social Media Policy, Procedures and Guidelines, as set forth in Exhibit "A;" and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF BROKEN ARROW, that the attached City of Broken Arrow, Oklahoma Social Media Policy, Procedures, and Guidelines as set forth in Exhibit "A" is hereby adopted.

NOW, THEREFORE, BE IT FURTHER RESOLVED that the City Manager is authorized to adjust, modify and edit the City of Broken Arrow, Oklahoma Social Media Policy, Procedures and Guidelines as needed and in his own discretion.

NOW, THEREFORE, BE IT FURTHER RESOLVED that the effective date of the City of Broken Arrow, Oklahoma, Social Media Policy, Procedures and Guidelines is August 1, 2016.

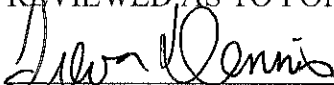
PASSED AND APPROVED by the Broken Arrow City Council on this 19th day of July, 2016.



Mayor

ATTEST


City Clerk 7/19/2016

REVIEWED AS TO FORM AND LEGALITY


Deputy City Attorney

**CITY OF BROKEN ARROW, OKLAHOMA
SOCIAL MEDIA POLICY, PROCEDURES AND GUIDELINES**

PURPOSE:

The City of Broken Arrow utilizes social media tools to expand audience reach in order to address the way residents communicate and obtain information online. The City of Broken Arrow understands that social media can be a fun and rewarding way for employees to share life and opinions with family, friends, and co-workers. However, use of social media also represents certain risks and carries with it certain responsibilities. The City has established these guidelines to assist its employees in making responsible decisions regarding the appropriate use of social media.

DEFINITIONS:

Social Media: A website that allows users to create profiles and connections with other users on the same site who access their profile. Social networking sites provide a means for users to form communities, share thoughts, ideas and content such as video. These can also enable chat, discussion forums and online collaboration. Examples of Social Networking websites are: Facebook, LinkedIn, MySpace, and Twitter.

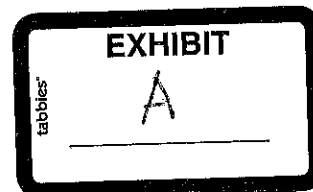
Web 2.0: Advanced Internet technologies that allow participants to engage in social interactions in the form of blogs, micro blogs, wiki's, etc.

Wiki: A website that allows a community of users to collaborate in adding and editing content on the site.

Electronic Communication: Any kind of communications, created by, represented by, sent to, or stored by any user using any electronic communications system, including all information, data, and attachments to the communication.

Blog: (a contraction of the term "weblog") is a type of website, usually maintained by an individual with regular entries of commentary, description of events, or other material such as graphics or video. Entries are commonly displayed in reverse – chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog.

Micro blog: is another type of blogging, featuring very short posts, such as 140 characters or less (example: twitter.com) staying connected in real time. Followers of a micro blog typically "subscribe" to the micro blog of another and automatically receive newly posted information.



Personal Information: Any type of information that might lead to the identification of any individual. Examples may include social security numbers, dates of birth, addresses, phone numbers, email addresses, driver's license or other state identification numbers.

Electronic Media: Digital photos, audio recordings, videos or digital information.

Post or Posting: Text or digital information that is placed on a website or sent to a news group.

Confidential Information: Any work product of the City of Broken Arrow that is subject to any local, state, or federal laws regarding its confidentiality and release, and which could potentially expose the City of Broken Arrow to liability.

Proprietary Information: All work created or obtained while an employee is on duty remains property of the City of Broken Arrow. The work product of the City of Broken Arrow is public in nature and is subject to departmental policy, as well as local, state and federal laws regulating its use.

Work Product: Anything created by an employee that is considered to become the property of the City of Broken Arrow. Examples may include, but are not limited to: photos, videos, audio recordings, blog entries, electronic files or documents, and information created or obtained during the performance of an employee's duties.

City Use of Social Media:

All City of Broken Arrow social media sites posted by Departments are subject to review and approval by the City Manager.

Administration of Social Media Sites:

The City of Broken Arrow's Director of Information Technology will maintain a list of all City social media sites, including login and password information. Only authorized City email addresses may be used to establish and administer social media accounts. Personal e-mail addresses are not permitted for this use. Account login and password information must be kept confidential and changed at an interval determined by the City of Broken Arrow's Director of Information Technology.

Departments utilizing a social media site will inform the City Manager of any new social media sites or administrative changes to existing sites and each department utilizing a social media site shall appoint a department contact responsible for enforcement of this Social Media Policy, Procedures and Guidelines.

The City of Broken Arrow must be able to immediately edit or remove content from social media sites.

The best, most appropriate City of Broken Arrow uses of social media tools fall into two categories:

- As channels for disseminating time-sensitive information in a rapid manner
- As marketing/promotional channel to increase the City's ability to broadcast its messages to the widest possible audience

The City of Broken Arrow website, www.brokenarrowok.gov, will remain the City's primary and predominant Internet presence.

- Wherever possible, content posted to the City of Broken Arrow social media sites will also be available on the City's main website.
- Wherever possible, content posted to the City of Broken Arrow social media sites should contain links directing users back to the City's official website for in-depth information, forms, documents or online services necessary to conduct business with the City of Broken Arrow.

Only individuals authorized by the City of Broken Arrow may publish content to the City's website or social media sites.

Each department's appointed contact person is responsible for the content and upkeep of any social media sites their department may create.

Social Media content postings should enhance the City of Broken Arrow's communication efforts.

Information posted should be relevant and timely and should not be designed to raise partisan questions, issues or promote a political agenda or campaign.

When the commenting functionality is used, all comments must be regularly moderated by the department's appointed contact person. Questions must be answered quickly and accurately.

City of Broken Arrow social media site articles and comments containing any of the following forms of content shall not be allowed. These guidelines must be displayed to users or made available by hyperlink.

- a. Comments not topically related to the particular social media article being commented upon;
- b. Comments in support of or opposition to political campaigns or ballot measures;
- c. Profane language or content;
- d. 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 other status protected by law;
- e. Sexual content or links to sexual content;

- f. Solicitations of commerce;
- g. Illegal activity or encouragement thereto;
- h. Information that may tend to compromise the safety or security of the public or public systems; or
- i. Content that violates a legal ownership interest of any other party.

All City of Broken Arrow social media sites shall comply with City of Broken Arrow administrative procedures and policies.

All content, comments and replies posted on all City of Broken Arrow social media, Web 2.0 or social networking technology are subject to the Oklahoma Open Records Act.

All video, photo, graphics, or other materials are protected under federal copyright laws. If materials used are not created by the City, permission to use the materials must be obtained from the original source prior to use and provided to the City Manager.

If any employee responsible for maintaining content of a site, page, social media, Web 2.0 or social networking technology leaves the City of Broken Arrow, his or her access to the technology shall be removed.

The City of Broken Arrow reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.

The City of Broken Arrow will approach the use of social media tools as consistently as possible.