



Navigating Social Media Policies and Content

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Facebook is aging



45% of Internet users aged 65+ use Facebook.



And so is Twitter



Fastest growing demographic for Twitter.... 55-64 year olds.





YouTube reaches more 18-34 year olds than any cable network.



#1: Negative comments

Provide public clear rules of engagement/comment policy

- Important internally. Set what you will and won't take down.
- Do not engage trolls – That's what they want. Ignore. Block.



Removing content

- Take screenshot
- Date it
- Give reason for why deleted (should be for reason in the policy)
- File it, so it's easily accessible in case of challenge





3rd party sites

- When someone tries to act as city's surrogate
- Unaffiliated websites may try to post city events but use outdated or incorrect details. Redirect to your own verified account.



Avoid self-inflicted wounds

- Establish practical but enforceable employee-use policy.
- Train on what is acceptable/permissible.
- Care about spelling and grammar. It makes no impression when correct but looks silly when incorrect.



#2: Recordkeeping for FOIA requests/e-discovery

- The transparency conundrum
- Is social media a public record?
 - U.S. Government says yes and states like Virginia, Ohio, North Carolina, Texas, Florida
- Case law still in its infancy



South Carolina?

“Public record” includes all books, papers, maps, photographs, cards, tapes, recordings, or other documentary materials **regardless of physical form** or characteristics prepared, owned, used, in the possession of, or retained by a public body.”

SC Code of Laws 30-4-20



#3: Managing the message

- Empower individuals (policy/train)
- Audience and topics vary
- Allow departments to have “own voice”



Trial run...



- Give admin rights to post or for a month send in content
- Evaluate



Other concerns

- Protect employees/sensitive information
- Back-and-forth limits
- Trolls (Don't feed 'em!)
- You're on the record – Don't make promises; Remember... you can't delete
- Content scarcity?



Lack of time

- 10-15 minutes/day
- Maximize time by planning ahead. Preload your tweets and Facebook posts into service like Hootsuite.
- Use time during the day (10-15 minutes) to post "news" and to monitor



Content – Where to find it?

- Ask departments regularly for content
- If a workers are out in the field, remind them to snap photos of anything that shows the city providing services.
- Develop a content calendar



Developing a Social Media Policy



Purpose

- Boundaries to protect the integrity of the organization
 - Litigation field day
 - IT security nightmare



Purpose

- Social Media includes, but is not limited to the following:
 - multi media, video sharing, photo sharing
 - Social networking sites, such as Facebook, LinkedIn
 - Blogs and microblogs, such as Twitter
 - wikis
 - websites
 - comment areas on websites



Responsibilities

- Executive leadership
 - executing this policy
- Operations manager
 - ongoing training for employees
- All employees are responsible for following this policy.



Chaos to Governance

Social Media Policy and Guidelines

- Policy
 - A legal document
 - Details what can and cannot be posted
- Guidelines
 - A separate document
 - Details user behavior and content



Policy

- **Adhere to**
 - Federal law
 - State law
 - Local law
 - policies and guidelines set in the *Employee Advisory Handbook and Guidelines*



Public Safety Policies

- Police and Fire policies
- Photos and recordings
- Conflicts with active investigations
- Model policies available through Risk Management Services



Social Media Code of Conduct

- Prohibited statements and materials
 - Defamatory content
 - Offensive to a race, nationality, religion, sexual orientation, gender identity or ethnicity
 - Discrimination
 - Pornography
 - Personal attacks
 - Illegal activity
 - Promotion of private ventures (services, campaign, political organization)



Social Media Code of Conduct

- Prohibited statements and materials
 - Material that contains vulgar, obscene or indecent language or images.
 - Proprietary and confidential information
 - Material that infringes the copyright of another person



Social Media Code of Conduct

- Restrict personal use of social networks while using the organization’s property
 - Desktop computers, laptops, and hand held devices
 - No interference with professional responsibilities
 - Social media games prohibited
- Applies to personally owned devices



Social Media Code of Conduct

- Employee communications on organization owned computers and telecommunications systems
 - Not private
 - Subject to Freedom of Information Act
 - User’s computer usage and internet activity subject to review



Social Media Code of Conduct

- Organization issued email addresses and/or bearing the name of, or in association with, the organization
 - created with approval
 - not permitted for the creation or management of personal accounts



Social Media Code of Conduct





Accountability

How to keep staff accountable?

What happens?



Education

“Google before you tweet.’ is the new ‘Think before you speak.’”



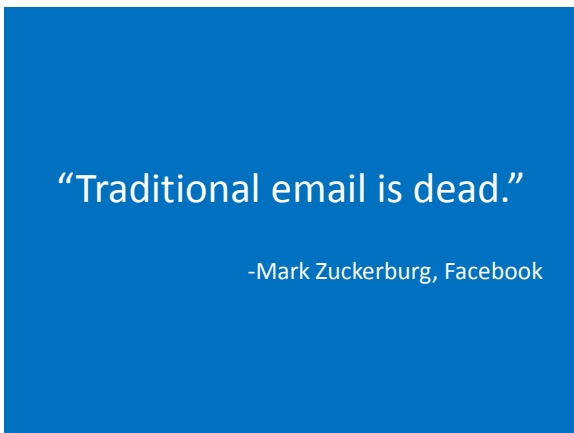
Education

- **Better to ask for *permission* than *forgiveness***
 - Staff Meetings
 - Follow up communication from executive leadership
 - Lunch n’ Learn
 - Review policy prior to new hire
 - Include in new hire orientation
 - When in doubt, ask or just don’t do it.



“Traditional email is dead.”

-Mark Zuckerberg, Facebook



Questions?

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