

**DRAFT City of Burnsville Social Networking Policy
(addendum to Internet Use Policy)**

Purpose

The purpose of this Social Media policy is to ensure the proper use of the City of Burnsville's Web 2.0 technologies by its employees. Web 2.0 technologies, also referred to as "social media" are tools for communication and users have the responsibility to use these resources in an efficient, effective, ethical and lawful manner.

Ownership

All social media communications messages composed sent, or received on City equipment are the property of the City.

Privacy and Security

The City has the right to monitor employees' social media use on City equipment and will exercise its right as necessary. Users do not and should have no expectation of privacy. Social media is not a secure means of communication.

When using sites, such as Facebook, Twitter, blogs, or newspaper discussion boards, City of Burnsville employees will act in a professional manner by:

- Identifying themselves by name and as an employee of City of Burnsville
- Using only appropriate language
- Being aware that what is written will not only reflect on the writer, but also on the Elected Officials of City of Burnsville and other City employees
- Not providing confidential information, including names, or be using such material as part of any content added to a site
- Not commenting on community partners or their or services or using such as part of content added to a site
- Not providing information related to pending decisions that would compromise negotiations or including such as part of content added to a site
- Being aware that all content added to a site is subject to open records/right to know laws and discovery in legal cases
- Insuring that all content posted to an external site will include a disclaimer that the comments and/or opinions posted are those of the postee and not the City
- Not forgetting their day job - online activities should not interfere with your job or commitments to residents or colleagues

When in doubt about the appropriateness of content you are going add to a site, it is best to refrain. Employees should think of social media in the same manner as writing on a wall in

public with the addition of their name and address attached to everything written. There are no truly anonymous postings to social media.

Acceptable Use

The goals of City of Burnsville sponsored social networking sites are:

- To increase the public's knowledge of the City of Burnsville and its services
- To promote the value and importance of the City of Burnsville among governing officials, civic leaders, and the general public
- To maintain open, professional and responsive communications with members of the public and the news media.
- Publicly posted information will be professional and reflect positively on the City of Burnsville, staff, volunteers and services. Staff shall check facts, cite sources, present balanced views, acknowledge and correct errors, and check spelling and grammar before publishing any posts.

The City of Burnsville reserves the right not to publish any posting, or to later remove it.

Management of Social Web Applications

The City of Burnsville's Communications Department is responsible for overall blog or wiki administration. All staff-related blogs and wikis must be approved by the City of Burnsville Communications Coordinator before an account may be set-up.

Hosting, Training and Support

Currently, the City of Burnsville uses Facebook organization pages and Twitter for social networking, Typepad for blogging, Flickr for photosharing, YouTube for video sharing. As technologies evolve, use of other hosting sites must be approved by the City Manager.

The City of Burnsville's Communications Department will provide basic training to the primary staff members responsible for editing and maintaining the sites.

Moderating Public Comments

Where moderation of comments is an available option, comments from the public will be moderated by City staff editors before posting. Where moderation prior to posting is not an option, sites will be regularly monitored by City staff.

City of Burnsville's designated staff editors shall not post any comments that are abusive, obscene, defamatory, in violation of the copyright, trademark right, or other intellectual property right of any third party, or otherwise inappropriate or incorrect. For example, the following may be removed by City editors before being published:

- Potentially libelous comments
- Obscene or racist comments
- Personal attacks, insults, or threatening language
- Plagiarized material
- Private, personal information published without consent
- Comments totally unrelated to the topic of the forum
- Commercial promotions or spam
- Hyperlinks to material that is not directly related to the discussion

Comments from the Public

Where moderation of comments is an available option, comments from the public will be moderated by designated staff editors. The City of Burnsville reserves the right to modify or remove any messages or postings that it deems, in its sole discretion, to be abusive, obscene, and defamatory, in violation of the copyright, trademark right, or other intellectual property right of any third party, or otherwise inappropriate.

The City of Burnsville also reserves the right to edit or modify any submissions in response to requests for feedback or other commentary. Notwithstanding the foregoing, the City of Burnsville is not obligated to take any such actions, and will not be responsible or liable for content posted by any subscriber in any forum, message board, or other area within the service.

By posting a comment, customers agree to indemnify the City of Burnsville, its officers and staff from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred by any of them which arise out of or are related to the content posted by customers. Forums and messaging may not be used for commercial purposes or for organized political activity. If a customer does not agree to these terms, the individual should not use the City of Burnsville sponsored sites as a violation of these terms may lead to legal liability.

Copyright

Content on City of Burnsville blogs, wikis, and other social web applications is governed by a Creative Commons Attribution-Noncommercial-Share Alike 3.0 United States licensing (<http://creativecommons.org/licenses/by-nc-sa/3.0/us/>).