

AI NO: 1-19

SOCIAL MEDIA POLICY (2021)

TITLE: Social Media Policy

PRIMARY DEPARTMENT: Department of Technology and Innovation

Purpose:

The purpose of this policy is to establish rules and responsibilities around the use of social media for City of Albuquerque departments. It is intended to guide City departments and employees as they create and publish content and maintain user standards on social media sites on behalf of the City of Albuquerque.

Policy:

Social media has the potential to fundamentally change the way in which residents and City Government communicate and interact. To address the evolving landscape of the Internet and the way we communicate online, Departments within the City of Albuquerque may use social media as a tool to reach a broader audience. The City encourages the use of social media to further the goals of the City and the mission of its departments.

The City of Albuquerque has an overriding interest and expectation in deciding what is communicated on behalf of the City on social media sites. This policy establishes standards for the official use of City of Albuquerque social media. City of Albuquerque sites include all accounts representing City of Albuquerque departments, programs, facilities or divisions. Violations of this policy may be grounds for discipline up to and including termination.

Glossary

Blog: A self-published diary or commentary on a particular topic that may allow visitors to post responses, reactions, or comments. The term is short for “Web log.”

Page: The specific portion of a social media website where content is displayed and managed by an individual or individuals with administrator rights.

Post: A discrete piece of content an individual shares on a social media site or the act of publishing content on a site.

Profile: Information that a user provides about himself or herself on a social networking site.

Social Media: A category of Internet-based resources that integrate user generated content and user participation. This includes, but is not limited to, social network sites, microblogging sites, photo and video sharing sites, wikis, blogs, and news sites.

Social Networks: Online platforms where users can create profiles, share information, and socialize with others using a range of technologies.

Wiki: Web page(s) that can be edited collaboratively.

Rules and Responsibilities:

- A. The City of Albuquerque's website (www.cabq.gov) will remain the City's primary and

- B. Departmental staff are responsible for the content and upkeep of any social media sites their department creates. Department directors must authorize employees to post prior to them receiving credentials.
- C. Department directors, the Communications Director, or their designee will be responsible for updating passwords and removing social media access for employees who are separating from service with the City.
- D. New Accounts.
 - a. The decision to create a social media site or account shall be part of a well thought out social media strategy approved by communications staff and the Department Director and based on an assessment and understanding of the risks associated with social media.
 - b. All new social media sites proposed for City use will be approved by the Communications Director or other designated staff member.
 - c. All departments and divisions must fill out a New Social Media form and send it to the Communications Director or their designee to receive approval.
- E. All City of Albuquerque social media sites shall be created and maintained with the identifiable characteristics of an official City site.
- F. All City of Albuquerque social media sites shall comply with all appropriate City of Albuquerque policies and standards, including but not limited to:
 - a. Website Responsibility;
 - b. Purpose and Commitment to Quality;
 - c. User standards to maintain appropriate content on City pages; and
 - d. All exceptions will be approved by the Communications Coordinator.
- G. City of Albuquerque social media sites shall comply with the City of Albuquerque's Code of Ethics, the City of Albuquerque's Election Code, and all administrative rules created under those codes.
- H. City of Albuquerque social media sites are subject to the State of New Mexico's public records laws. This means that any content maintained in a social media format that is related to City business may be a public record. The Department maintaining the site is responsible for providing records to the City Clerk's Office when the City receives a request for records which includes social media content.
- I. There is not a specific retention schedule for social media, though most social media content is likely non-record and not subject to retention. When transmitting through social media information which has a specific retention schedule, such as press and news releases, a copy of the information must be transmitted rather than the original. Save the original content in a shared X drive or in another readily accessible location.
- J. Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between City departments and members of the public.
- K. City of Albuquerque social media site posts or comments made by constituents/followers containing any of the following content are prohibited, and may be removed without notice by the Communications Director or their designee:
 - a. Posts not topically related to the particular social media site, or comments not topically related to the post or article being commented upon;

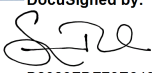
- b. Posts or comments in support of or opposition to political campaigns or ballot measures;
 - c. Profane language or content;
 - d. Posts or comments intended to spread false information or threaten, harass or defame others;
 - e. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
 - f. Sexual content or links to sexual content;
 - g. Solicitations of commerce not directly related to City business;
 - h. Conduct or encouragement of illegal activity;
 - i. Information that is intentionally factually incorrect and which may tend to compromise the safety or security of the public or public systems;
 - j. Content that violates any federal, state or local law or a legal ownership interest of any other party;
 - k. Information about actual or potential claims and litigation involving the City, unless such claims have been resolved;
 - l. Any protected or confidential information regarding any City employee, resident, or elected official.
- L. The guidelines in subsection K shall be displayed to users or made available by linking to the City's website.
- M. City of Albuquerque accounts may respond to comments or posts relevant to the department, division, or program in order to provide information. When responding or posting to social media on behalf of the City:
- a. Keep it professional - avoid confrontation.
 - b. Correct errors, and if modifying an earlier post, identify the change.
 - c. Any department may delete, merge, or unpublish a social media post only with prior approval from a supervisor.
- N. City department social media sites will serve as the primary social media presence for Boards & Commissions, initiatives, events and programs.
- O. Administration of City of Albuquerque social media sites will be as follows:
- a. DTI will maintain a list of social media sites which are approved for use by City departments and staff. DTI will review this list annually for changes such as, but not limited to, usage agreements and new or expired offerings.
 - b. DTI will maintain a list of all City of Albuquerque social media sites, including login and password information. This list must be accessible to the Communications Coordinator. Departmental staff will inform DTI of any administrative or password changes to existing sites. If an administrator leaves City employment, the Department will change the password and inform DTI of the new password. DTI will update the password list.
 - c. The City must be able to immediately edit or remove content from social media sites.
- P. For each social media tool approved for use by the City, the following documentation will be developed and adopted:

- a. User guidelines;
 - b. Standards and processes for managing accounts on social media sites; and
 - c. City and departmental branding standards.
- Q. City websites shall not contain automatic feeds to uncensored social media site content. Prior to approving content for display on City websites, departments shall consult with DTI to ensure they have sufficient monitoring protocols in place to ensure content and links are appropriate and free from harmful technical attacks.
- R. City of Albuquerque departments can develop their own social media policy with additional rules and regulations. These departments must also comply with the City of Albuquerque social media policy and their departmental social media policy must be approved by the Communications Director.
- S. The Albuquerque Police Department is responsible for keeping a list of active Department social media sites.
- a. Any APD division proposing a new social media site must obtain approval from the APD Director of Communications.
 - b. This policy does not apply to any social media site that is part of a law enforcement tactical operation.
- T. Personal Social Media Accounts:
- a. Do not use a City of Albuquerque email address when using social media in a personal capacity. For example, don't create a personal Facebook or Twitter account using your cabq.gov email address.
 - b. If you identify yourself as a City of Albuquerque employee when conducting personal social media activities, consider stating in your profile that your comments are not representative of the City of Albuquerque. Examples include:
 - i. *Twitter bio:* Tweets are my own.
 - ii. *Blog or website bio:* While I work for the City of Albuquerque, anything I publish is my personal opinion and should not be considered the opinion or position of the City of Albuquerque.
 - c. Whether or not you specify on your personal social media accounts that you work for the City of Albuquerque, the fact that you are employed by the City of Albuquerque is public information. Be mindful that whenever you discuss issues in an online platform, whether in a personal or professional capacity, your comments can be tied back to your employment with the City of Albuquerque.
 - d. Nothing in this AI is meant to prevent an employee from exercising his or her right to make a complaint of discrimination or other workplace misconduct, engage in lawful collective bargaining activity, or to express an opinion on a matter of public concern.
- U. The following additional rules also apply to employees' use of social media, on and off-duty:
- a. Social media content that relates to City business may be a public record subject to retention and disclosure under state law. For that reason, except for when assigned as

part of their official duties, employees are prohibited from using social media to conduct City business.

- b. Employees are required to protect and maintain the confidentiality of all private and confidential City information.
- c. Employees may not create a link from their blog, website or other social networking site to a City website if such a link causes the viewer to reasonably believe that the City endorses the contents of the employee's social media site.
- d. Employees may not use the City or Department's official logo for personal online communications or activities except for incidental use allowed by a written Department policy. Although employees may identify themselves as employees of the City or a City Department, employees shall not identify themselves in a manner that suggests or implies they are speaking as a representative for the City or a City Department, even when the communication occurs in a private setting. If any confusion is reasonably likely, the employee shall expressly state with a disclaimer that he/she is speaking in a personal individual capacity and not for, or on behalf of, the City or a City Department.
 - I. City officials will only use logos, slogans, signs, graphics, and other media, consistent with Article XII, Section 6 of the City Charter.

Approved:

DocuSigned by:

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Lawrence Rael
Acting Chief Administrative Officer

8/23/2022 | 2:47 PM MDT

Date