

CITY OF PITTSFIELD – SOCIAL MEDIA POLICY

This policy establishes guidelines for the creation and use of social media accounts by the City of Pittsfield (“City”). The intended purpose behind establishing City of Pittsfield social media accounts is to disseminate information from the City, about the City, to its citizens.

The City has a strong interest and expectation in deciding what is “spoken” on behalf of the City on its social media sites, as well as how the accounts are created and maintained. For purposes of this policy, “comments” include information, articles, pictures, videos or any other form of communication content posted on a City social media account.

General Guidelines:

1. The establishment and use by any City department of social media sites are subject to approval by the Mayor or his/her designees. All City social media sites shall be maintained by the department that creates the account.
2. The City of Pittsfield’s website, www.cityofpittsfield.org, will remain the City’s primary and predominant internet presence. Wherever possible, City social media sites should link back to the official City of Pittsfield website for forms, documents, online services and other information necessary to conduct business with the City of Pittsfield.
3. The Mayor, the Personnel Office, or the department head will monitor content on City social media sites to ensure adherence to both the City’s Social Media Policy and Internet Policy.
4. The City reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law. Any content removed based on these guidelines must be retained by the Information Technology Manager for a reasonable period of time, including the time, date and identity of the author.
5. The following language should be included in the profile of all City social media accounts: “A comment posted by a member of the public on any City of Pittsfield social media site is the opinion of the commentator only, and publication of a comment does not imply endorsement of, or agreement by, the City of Pittsfield, nor do such comments necessarily reflect the opinions or policies of the City of Pittsfield.”
6. The City reserves the right to update this policy at any time, and will communicate any changes/updates to this policy with its employees.

Social Media Creation and Content Policy

SECTION ONE: CREATION

PLATFORMS

The City of Pittsfield allows individual departments to create & maintain social media accounts for their respective departments, currently on the following platforms only (platforms are subject to change pending approval of the Personnel Department. If you are interested in a different platform, please contact Personnel first.):

- Facebook
- Twitter
- LinkedIn
- Instagram

ACCOUNTS

When initially creating social media pages, the department's general e-mail address should be used. For example, if RSVP creates a Facebook account, they should use the e-mail address RSVP@cityofpittsfield.org. If the department does not have a general e-mail account, that department shall request said e-mail address with the Information Technology (IT) department.

This email is to be used for ALL social media platforms. No one shall create a page for the City of Pittsfield using his/her personal City e-mail address, or any other email address.

- All pages are to be created as BUSINESS PAGES ONLY. No personal information, such as names, birthday's etc. should ever appear on the page.

Once a departmental social media presence page is created, all logins shall use the City of Pittsfield issued email associated with the account. The password for the page shall be given to the IT department and the IT department shall maintain all login/password information for ALL social media sites/pages associated with any/all City of Pittsfield departments.

CONTENT

Social media presence on the web for any/all city departments requires that the City of Pittsfield and the associated department(s) is the subject of the page. All media presence shall ensure that the associated department(s) and the City of Pittsfield are portrayed in a positive manner at all times. Informational postings only should be on pages and at no time should there be any editorialized comments/information/images/videos or other content that portray an individual's personal beliefs or statements.

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The following file types are allowed on social media sites:

- Official City of Pittsfield logo/seal image only.
- Photos associated with the department or City of Pittsfield functions/events taken by authorized personnel.
- Videos associated with the department or City of Pittsfield functions/events taken by authorized personnel.
- Copyrighted material must give credit to the copyrighter.
- Images associated with the department or City of Pittsfield functions/events created by authorized personnel.
- Links/Shares to business related sites/pages from other social media sites that have to do with the associated department or the City of Pittsfield.
- Comments once approved by the department head or their designee that pertain to the department.
- Links or Shares to media associated with the department or City of Pittsfield.
- All comments/tweets should align with the Department's mission, goals, and objectives. All comments/tweets will be routinely monitored by the Department Head and Personnel and may be subject for removal.

The following file types are **NOT** allowed on social media sites:

- Any personal image rendering of the City of Pittsfield logo or seals.
- Photos/Videos that have nothing to do with the associated department or City of Pittsfield.
- Shares from personal Facebook pages.
- Shares from personal Twitter accounts.
- Links or Shares from any other personal social media pages.
- Personal comments of any kind.
- Advertising links of any kind.
- Political content of any kind.
- Links or Shares to media not associated with the associated department or City of Pittsfield.
- Any material that is discriminatory, bias, intimidating, or hateful towards any individual or group
- Any material that violates any City ordinance, policy, rules, or regulations.

In the event of any violation of this policy, the Personnel Department may instruct the department head or their designee to remove the violated content. Refusal to do so may result in disciplinary action. The Personnel Department may instruct the City Department

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to take any social media page(s) down it finds not in compliance and/or in violation of this policy, or any other policy set forth and established by the City of Pittsfield.

IT SUPPORT

The IT department will support the technical side of social media sites, specifically:

- Creating and maintaining the email address and password for all pages
- Assistance with technical issues as it pertains to the City of Pittsfield's network only

The IT department will not support:

- Adding/deleting/maintaining content to pages
- Creating pages or presence for departments
- Technical issues with specific platforms, those issues would need to be addressed with the platform support staff such as Facebook, Twitter, LinkedIn or any other approved platform

The department head and any page administrator who violates this policy shall be subject to disciplinary action(s), up to and including termination of employment with the City of Pittsfield. If you are having difficulty determining whether or not content you would like to post on your department's social media page is in violation of this policy, please contact the Personnel Office for further discussion. Any questions regarding this policy may also be directed to the Personnel Department.

SECTION TWO: RESPONSIBILITY

Each department head will have overall responsibility of their social media presence on the web. Department heads may delegate the day to day updating of pages, however department heads need to monitor ALL content added to their respective pages.

Department heads retain overall responsibility for any and all content on their social media sites.

Employees are responsible for acting in a manner that is consistent with the City's policies. Employees are expected to be courteous, respectful, and thoughtful about how other employees, residents, and other social media users may be affected by postings. Postings that harass or threaten any other City employees or officials, residents, or users, or which disclose confidential information related to the business of the City or personal information concerning other City employees or officials, violate City policy and may result in disciplinary action up to and including termination. *Employees bear full responsibility for the material they post on social media profiles or other personal blogs.*

SECTION THREE: PERSONAL SOCIAL MEDIA ACCOUNTS

This section is intended to provide guidance with regard to the personal use of social networking sites during non-work hours and on equipment not belonging to the City of Pittsfield. The guidelines previously set forth in this policy, as well as the City's Internet Policy, shall remain in full force and effect. Employees should always adhere to them when using social media.

- **Professional Judgment:** Employees are encouraged to use professional judgment at all times with regard to personal use of social networking sites. In using social networking sites, employees should at all times be respectful to co-workers, residents, or persons seeking assistance from the City of Pittsfield. Employees should not disclose confidential information, engage in any unlawful activity, or convey information that is disparaging or defamatory while using social networking sites. Such statements or comments occurring online and/or through use of social networking sites may result in disciplinary action.
- **Improper Practices:** It is not possible to list all the circumstances that may constitute violations of this policy. Activities and/or actions which are considered offensive are messages or material which contain but are not limited to: nudity, sexual references or implications, sharing demeaning pictures, cartoons, or jokes, racial or ethnic slurs, or other comments that inappropriately address someone's race, color, gender, national origin, religion, ancestry, age, sexual orientation, disability, maternity leave, genetics, active military status, or another basis prohibited under state or federal anti-discrimination statutes.
- **Violations & Disciplinary Action:** Violation(s) of this policy may result in disciplinary action being taken against the employee, up to and including termination from employment. Employees shall report violations of this policy to their supervisor, or in the case of department heads, directly to the Personnel Director or Mayor. Retaliation against another user for reporting a violation or violations of this policy is strictly prohibited by the City of Pittsfield.

Any questions regarding this policy may be directed to the Personnel Office.

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Michael Taylor, Director of Personnel

Linda M. Tyer, Mayor