



City of Concord
New Hampshire

OPERATING POLICIES & PROCEDURES

City of Concord, NH

DEPARTMENT OF ADMINISTRATION

Title

SOCIAL MEDIA USE POLICY

Major Classification

ADMINISTRATION – CITY MANAGER

Original Effective Date

07/16/2018

Revision – No. & Date

REV 1 - 02/23/2022

Procedure No.

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Purpose of Policy

Social Media allows the City of Concord to reach the community across several platforms and share information through posts, photos, and video. However, the City has a responsibility to manage the conduct of its employees when the conduct occurs in the course of employment. Employees may have legitimate City business-related reasons to utilize social media and in order to protect the interests of the City of Concord and its employees, the following standards have been established.

The Departments shall display the City's Social Media Posting Policy on their social media platforms or make them available by hyperlink.

Applicability

This policy applies to every employee, whether full-time, permanent part-time, part-time, seasonal or in a volunteer capacity, currently employed by the City.

For purposes of this policy, social media sites are defined as third party hosted online technologies that facilitate social interaction and dialogue, including but not limited to: Facebook, Twitter, Instagram, blogs, RSS, LinkedIn, YouTube.

Please note that this policy applies to employees while managing City of Concord social media sites. While this policy does not apply to personal social media accounts, employees are strongly encouraged to use good judgement whenever using social media, both personally and professionally.

City-Owned or Created Social Media


All City Department social media sites directly or indirectly representing to be an official statement of the City must be created pursuant to this policy and be approved by the City Manager or his/her designee.

The Department head or designee(s) and the Public Information Officer are responsible for the content and upkeep of any social media sites created pursuant to this policy.

The City's primary and predominant internet presence shall remain www.concordnh.gov and no other Web site, blog or social media site shall characterize itself as such. Whenever possible, a social media site shall link or otherwise refer visitors to the City's main Web site.

Users and visitors to social media sites shall be notified that the intended purpose of the site is a public service to provide information about City programs, services, projects, issues, events and activities.

The Departments shall not discriminate against public speech on its social media sites based on content or viewpoint. However, Departments shall remove the following prohibited content from

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City social media sites when possible:


1. Comments not topically related to City programs, services, projects, issues, events and activities, or the particular post being commented upon
2. Posts and comments that promote or advertise commercial services, entities or products except as provided for in the City's enterprise funds and determined by the City to be essential to economic development
3. Political statements, including comments that endorse or oppose political candidates or ballot propositions
4. Religious statements, including comments that endorse or oppose any type of religious opinions or activities
5. Posts and comments that promote, foster or perpetuate discrimination on the basis of race, color, age, religion, gender, marital status, status with regard to public assistance, ethnic/national origin, citizenship, pregnancy, veteran's status, physical or mental disability or sexual orientation
6. Posts and comments that include vulgar, offensive, threatening or harassing language, personal attacks or unsupported accusations
7. Obscene or sexual content or links to obscene or sexual content illegal activity or encouragement of illegal activity
8. Information that may tend to compromise the safety or security of the public or public systems content that violates a legal ownership interest of any other party.

The Departments shall display the City's Social Media Posting Policy on their social media platforms or make them available by hyperlink.

IMPORTANT: Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available.

If it is not technically feasible to remove the content, the Department shall monitor and shall take appropriate action.

All City Departments that use social media are responsible for complying with applicable federal and state laws. This includes adherence to established laws and policies regarding copyright, records retention and privacy laws.

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- An employee may not characterize him or herself as representing the City, directly or indirectly, in any online posting unless pursuant to a written policy of the City or the direction of a supervisor.
- Employees representing the City via its social media outlets must conduct themselves at all times as representatives of the City. Employees should use their names and the City Department which they represent, unless otherwise approved to post using a pseudonym or alias.
- In addition to this policy, Employees representing the City shall comply with any and every other applicable City policy including but not limited to:
 - Internet/Email Policy
 - Prevention of Harassment and Illegal Discrimination Policy
 - Employees that fail to conduct themselves in an appropriate manner shall be subject to discipline.
 - Employees are required to speak with their Department Head and/or the Public Information Officer before responding to media inquiries about postings on the Department's social media site.
- All social media sites will be administered as follows:
 - The Information Technology Department and the Public Information Officer will maintain a list of all city social media sites, including login and password information.
 - Employees and officials will consult the Information Technology Department and the Public Information Officer of any new social media sites or administrative changes to existing sites.

Non-City Social Media Sites

- An employee may not characterize him or herself as representing the City, directly or indirectly, in any online posting unless authorized by a Department Head or designee(s), or the Public Information Officer.
- The use of a City email address, job title, official City name, seal or logo shall be deemed an attempt to represent the city in an official capacity. Other communications leading an average viewer to conclude that a posting was made in an official capacity shall also be deemed an attempt to represent the city in an official capacity.



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Approved by:

Thomas J. Aspell, Jr., City Manager

2.24.2022

Date

REVISIONS

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