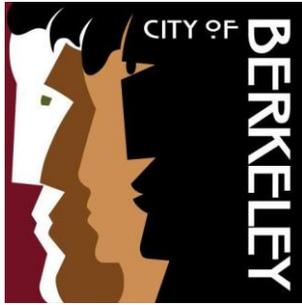


CITY OF BERKELEY



City of Berkeley Social Media Use Policy, Standards and Procedures

04/07/2015

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PURPOSE

The City of Berkeley wants to use the Internet to improve its ability to communicate information to residents and businesses, as well as to enhance their ability to communicate with the City, in order to further its mission and goals and better provide its services and programs.

One opportunity for doing so is the use of Social Media. Social Media refers to the use of the Internet, particularly websites and other tools that allow persons with access to the Internet (“Users”) to contribute content, with or without third-party control or regulation, that other Users can access. Examples of Social Media are Facebook, Twitter, Nixle, Instagram, Flickr, YouTube, Vimeo, and others.

The use of Social Media by government presents opportunities to enhance communication, and even to create or facilitate new ways for the public to participate in government. At the same time, and for the same reasons, Social Media can be used destructively, to discourage participation and thereby suppress unpopular ideas, and can be hijacked for purposes other than those for which they are intended. Moreover, by using Social Media, the City may be enabling Users to post their own content to City-maintained Social Media sites.

Therefore it is critical that the City's use of Social Media – and of each individual Social Media platform – be designed and managed carefully to ensure that it serves its intended purpose. It is equally important that the City retain, and if appropriate exercise, its ability to terminate any given platform if it has ceased to fulfill its intended purpose. For Social Media sites that allow non-City users to post comments, it is particularly important to define the purpose of the site and of any City content posted to it on which users can comment or to which they can reply.

This policy describes how City of Berkeley Departments may – and may not – use Social Media, and it establishes internal procedures for the use of Social Media. In addition, since each Social Media platform has different characteristics, uses, functions and rules, this policy contains an appendix for each approved Social Media platform. Those appendices set forth the specific City practices that must be followed in using that platform.

Although this policy describes standards for operating various social media tools, it does not cover content, a critical element of success. Staff should note that the effectiveness of any communication relies primarily on the quality, clarity and consistency of the message itself. The platform or tool is simply the means by which the message is delivered.

Web First Policy

The City's use of Social media is not intended to replace its existing web presence, but to supplement it as a tool for additional outreach. The content for Social Media must appear first on a City web site, such as CityofBerkeley.info or goberkeley.info. Social Media is a distribution tool for online content and should be used to link to and drive traffic to CityofBerkeley.info. An exception to the web first rule is for emergencies handled by Police, Fire or the Office Emergency Services. Live events may occasionally call for direct posting, but they must be approved in

advance by the Public Information Officer for the City or, in the case of the Police and Fire Departments, their respective PIOs. Departments should use Social Media to link to outside sites only when necessary to provide information that is suitable in City context and cannot be made available in a timely manner from the City's website, such as in rapidly developing, critical situations or emergencies.

GENERAL PROCEDURES

Administration of the City's Social Media Policy

- The City Manager's office will develop City branding and enterprise-wide design standards.
- The Assistant to the City Manager/PIO will maintain a list of Social Media that are approved for use by City departments.
- All use of Social Media will be subject to prior approval by the City Manager or designee.
- The Assistant to the City Manager/PIO will maintain a list of the City's Social Media sites, including authorized users, login and password information.
- The department's director or designee will inform the Assistant to the City Manager/PIO of any administrative changes to existing sites.
- The City must be able to immediately edit or remove content from Social Media sites.
- Any Social Media site must represent an entire City department and not divisions or smaller increments within it. The only exceptions are for the City's Office of Emergency Services or units of the City Manager's office.
- Social media accounts established to represent an individual in their capacity as a City employee may only be authorized with the permission of the City Manager.
- Any department that wants to use Social Media must designate a primary person and two backups to that role. Such designations must be kept up to date.
- A department that wants to use Social Media must have a media plan that encompasses all of its existing publications, such as news releases, newsletters, public notices, etc.
- Departments that want to use Social Media must develop a six-month plan to post on a regular schedule. The schedule will differ depending on the specific social media platform and the guidelines developed for it.
- For each Social Media site approved for use by the City, the following documentation will be developed and adopted:
 - Operational and use guidelines
 - Standards and processes for managing accounts
 - Departmental branding standards
 - Standards for the administration of the site
 - Social Media Standards
 - Frequency of posting

The following social media tools, discussed later in this document, have been approved by the City and standards have been developed for their use: Twitter, Facebook, LinkedIN, Nixle and the posting of videos on Youtube and Vimeo. The use of other sites must be approved by the City Manager or designee.

Use of Social Media By Departments

1. The City's website (<http://www.cityofberkeley.info>) will remain the City's primary and predominant Internet presence.
2. The most appropriate use of Social Media is as informational channels to increase the City's ability to broadcast its online messages to the widest possible audience.
3. Social Media will not be the primary tool used for disseminating emergency information. The Berkeley Emergency Notification System, known as BENS, will remain the primary source of that information. Emergency information may be released on social media sites, but only after it is released on the BENS or other emergency information systems.
4. Content posted to the City's Social Media sites will also be made available on the City's website unless doing so would be inappropriate or would not be meaningful (for instance, brief replies to specific user questions on Social Media should not be posted to the City's website).
5. Content posted to the City's Social Media sites must contain hyperlinks directing users back to the City's official website for in-depth information, forms, documents or online services necessary to conduct business with the City, when such information exists on the website.
6. As is the case for the City's website, the department's director or designee will be responsible for the content and upkeep (including maintenance and monitoring) of any Social Media site that department may create.
7. User comments must be monitored on a regular and frequent basis.
8. Unless specified in an appendix to this policy, any Social Media site that is not updated for one week or is not monitored as set forth in the applicable appendix to this policy must be taken down. In such cases it may not be re-created for six months. The City's social media sites shall comply with all appropriate City policies and procedures, including AR 4.2.
9. The City's Social Media sites will contain records subject to the California Public Records Act. The Department maintaining a Social Media site is responsible for responding completely and accurately to any public records request for such public records, and shall promptly consult with the City Attorney's Office when such requests are received. Such sites shall clearly indicate that any articles and any other content posted or submitted for posting may be subject to public disclosure upon request. Users shall be notified that public disclosure requests must be directed to the relevant department's director or designee.
10. California law and relevant City records retention schedules apply to Social Media content. Departments maintaining Social Media sites shall preserve records required to be maintained pursuant to the City's records retention schedule.
11. Visitors to a Department's Social Media site shall be notified of the intended purpose of that site.
12. Any exceptions to these policies will be approved by the Assistant to the City Manager/PIO, dependent on the policy.

CONTENT

General Rules

The following content is not permitted – or if content on a specific Social Media site is not subject to control by the City is not sanctioned – on Social Media sites operated by the City, and shall be removed as soon as possible.

1. User-generated content unrelated to the stated purpose of the Social Media site and the City content in response to which the material is posted;
2. Obscene content, “fighting words” or terrorist threats as defined by the California Penal Code;
3. Defamatory statements as defined by applicable law;
4. Private, personal information published without consent of the individual identified;
5. Content that violates a legal ownership interest of any other party;
6. Information that is likely to compromise the safety or security of the public or public systems;
7. Advocacy with respect to specific political parties, candidates elected or appointed officials, or ballot measures, whether local, state or national;
8. 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;
9. Solicitations for commerce;
10. Incitement of illegal activity;
11. Photos or other images that fall in any of the above categories; and
12. Hyperlinks to material that falls in any of the above categories.

Users shall be informed of these rules and the purpose of each Social Media site by a conspicuous posting notice on that site. Such notice shall also include a statement that the City disclaims any and all responsibility and liability for any materials that violate these rules but that are not removed in a timely manner. In addition, these rules must be displayed to users either on the site itself or by a hyperlink from the site.

The City reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available in accordance with the City’s policy on the retention of such information.

Appeals:

- a. In the event the City decides not to display a posting on social media, an aggrieved person may submit a written appeal within seven (7) days to the Assistant to the City Manager/PIO.
- b. A decision by the Assistant to the City Manager/PIO may be appealed in writing to the Deputy City Manager within ten (10) days of issuance the appeal decision. The decision of the Deputy City Manager is final.

Endorsements

Social Media include various tools that endorse or validate posts by others, including, but not limited to, the ability to "follow," "like," or "favorite" on Twitter, Facebook, Instagram or Flickr. City Social Media tools will not be used to endorse in this manner political parties or campaigns of any sort, elected or appointed officials, candidates for public office, or ballot measures. City Social Media will not be used to endorse products or companies that seek commercial gain.

Entering Into Contracts For Social Media

Most online sites require users to agree to terms of service that include such provisions as:

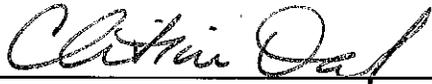
1. Indemnification and Defense. When a public agency creates an account on a social media site, it typically must agree not to sue the site, nor allow the site to be included in suits against the agency. Many sites also require the account owner to pay the site's legal costs arising from such suits.
2. Applicable Law and Venue. Most terms of service also assert that a certain state's laws (usually California, but not necessarily always) apply to the terms of use and that the state's courts will adjudicate disputes.

Some companies are willing to negotiate on the substantive provisions in the terms of use, but they may be hesitant to negotiate separate agreements with dozens of different agencies.

The terms of service represent a binding contract; responsible department staff should assure that they have taken the steps necessary to bind the agency to such an agreement.

The City

Manager or designee will approve the use of any social media platform.

<p>RESPONSIBLE DEPARTMENT: City Manager</p> <p>TO BE REVISED: Every 2 years</p>	<p>Approved by:</p> <hr/> <p style="text-align: center;">Department Director</p>  <hr/> <p style="text-align: center;">City Manager</p>
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APPENDIX 1: TWITTER GUIDELINES

Purpose

Twitter is a micro-blogging tool that allows account holders to tweet up to 140 characters of information to followers. By procuring and maintaining Twitter accounts, City departments will communicate information directly to their Twitter followers, alerting them to news and directing them to the City's website for more information. These standards should be used in conjunction with the policies already discussed in this document. Each Twitter message can be replied to by other Twitter users, and those messages can be publicly viewed. Comments by others cannot be deleted.

Content

- A department's director or designee shall maintain that department's Twitter account.
- Each department will have only one Twitter account, unless otherwise approved by the Assistant to the City Manager/PIO. Account information, including usernames and passwords, shall be provided to the Assistant to the City Manager/PIO before the site is launched.
- A department's Twitter biography and/or background information will include a link to the City's website where the following disclaimer information will be posted:

"This is an official City of Berkeley Twitter account. For more information about the City of Berkeley please visit www.cityofberkeley.info. This site is intended to serve as a mechanism for communication between the public and the department about the topic of each post by the City. However the City cannot moderate or delete User-generated posts. Any direct messages between this page and any of its followers is a public record which may be subject to disclosure pursuant to the California Public Records Act. Public information requests must be directed to the Public Information Officer."
- Twitter usernames shall include "Berkeley," preferably at the beginning (@BerkeleyPolice, @BerkeleyFire and @BerkeleyClerk). In cases where the username consists of too many characters, begin with "Berk."
- The main image shall be the City's logo with the department's name
- Twitter accounts shall serve three primary purposes:
 1. Disseminate immediate, interesting or important information to residents when a news item on the City's website is not necessary or possible;
 2. Promote City-sponsored meetings, events, programs and facilities;
 3. Refer followers to a news item or content hosted at the City's website and the department's Facebook page.
- Information posted on Twitter shall conform to the existing approval protocols for the City and the department that is posting the information. Tweets shall be relevant, timely and informative.
- Twitter content, as much as possible, shall mirror information presented on the City's website and other existing information-dissemination mechanisms. The department's director or designee shall ensure that information is posted correctly the first time.

- Departments will use proper grammar and standard Associated Press style, and will avoid the use of jargon and abbreviations. Twitter is more casual than most other communication tools, but communications must still best represent the City at all times.
- Twitter accounts will have a minimum of three posts a week and should strive to have posts every weekday, excluding holidays.
- “Follows” on Twitter must mirror our focus on Berkeleyans.

APPENDIX 2: FACEBOOK GUIDELINES

Purpose

Department Facebook pages standard shall be used to drive traffic to department websites and to inform more people about City activities. As Facebook changes, these guidelines will be updated as needed. The City's intention in allowing the creation of department Facebook pages is not to create designated public fora, but to provide an outlet for the City's communications. However, because current Facebook terms of service do not allow the City to moderate or prevent comments or responses to its posts, the City is unable to reserve Facebook pages to its own outgoing communications. Accordingly, the City's intention in creating department Facebook pages is to create non-public fora. Specifically, each City or departmental posting on a City or department Facebook page will create its own non-public forum, the purpose and scope of which will be determined by that posting.

Establishing a Page

Whenever a department determines it has a business need for a Facebook account, it will submit a request to the Assistant to the City Manager/PIO or designee. Once approved, the Assistant to the City Manager/PIO will work with the department to create a basic page for the department. Applications are not to be added to the City's Facebook site without the express written approval of the Assistant to the City Manager, in consultation with the IT Department. The department's director or designee will register the page with a City email address.

The City will create "pages" in Facebook (not "groups"). Facebook "pages" offer distinct advantages including greater visibility, customization and measurability.

Facebook pages shall be updated no fewer than two times a week.

Format

- For 'type' description, choose "government."
- The main image shall be the Department logo or an appropriate photo. It may also be the City's logo and the City logo must be one of the profile pictures.
- Departments will include a mission statement or appropriate text in the introduction box on the Wall Page.
- A boilerplate "About" section should contain a department/program description and the following:
 - "This is an official Facebook page of the City of Berkeley. For more information about the City of Berkeley please visit www.cityofberkeley.info. This site is intended to serve as a mechanism for communication between the public and the department, limited to the topic in each post. Any comment submitted to this page and its list of fans will be considered a public record subject to disclosure pursuant to the California Public Records Act. Public information requests must be directed to the Public Information Officer."

- The “About” section should also include a link to a web page listing the “General Rules” listed on page 6.
- The “About” sections for potential Facebook pages for Police, Fire or the Office of Emergency Services should include the following disclaimer:
 - “If you have an emergency, call 911. This page is not monitored 24/7.”
- Regarding comments, the “About” page shall also include a Comment Policy Box with the following disclaimer:
 - “Comments posted to this page will be monitored and content that does not comply with the City’s rules will be removed as soon as possible.”
- A link to <http://www.cityofberkeley.info/> will be included on the “About” page.
- City department and project pages should be fans of other City Facebook pages.
- The page name must be descriptive of the department. Each department will choose carefully with due consideration given to abbreviations, slang iterations, and proper grammatical usage.
 - The Assistant to the City Manager/PIO or designee will approve proposed names.

Page Administrators

A successful page requires consistent attention. The department’s director will designate one staff member and two backups as page administrators who will be responsible for monitoring the department’s Facebook page. Only designated department staff members will make posts.

The department’s director or designee will be responsible for ensuring content is not stale. The department will designate one or more back-up administrators.

Comments and Discussion Boards

Comments to the Wall shall be turned off. Discussion Boards shall be turned off unless approved by the Assistant to the City Manager/PIO.

Photos and Video

There are four main rules to follow for photos and videos:

1. Page administrators may add photos and videos to the department’s Facebook page. The approval of the City Manager and/or the Assistant to the City Manager/PIO will not be required.
2. If there are postings of photos and/or videos of the public, staff must secure waivers from individuals depicted in the photo and/or video.
3. Photos and/or videos of the City’s employees taken during regular office hours may be posted without obtaining waivers. Videos must follow the Video Posting Standard.
4. The ability for Facebook “Fans” to post photos, videos and links shall be turned off unless approved by the Assistant to the City Manager/PIO or designee.

Style

The City's and the departments' Facebook pages will be based upon a template that includes consistent City branding.

Departments will use proper grammar and standard AP style, and will avoid the use of jargon and abbreviations. Facebook is more casual than most other communication tools, but communications must still best represent the City at all times.

Applications

There are thousands of Facebook applications. Common applications can allow users to stream video and music, post photos, and view and subscribe to RSS feeds. While some may be useful to the page's mission, they can cause clutter and security risks. Applications should be added to Facebook pages with great caution and under these rules:

1. An application must not be used unless it serves an appropriate and a valid business purpose, adds to the user experience, comes from a trusted source, and is approved by the Assistant to the City Manager/PIO, in consultation with the IT Department.
2. An application may be removed at any time if the City determines that it is causing a security breach or spreading viruses.
3. No application may allow posting of User-generated content other than its response to a post by the City or a department.

APPENDIX 3: LINKEDIN GUIDELINES

Purpose

LinkedIn is a networking tool used for employment, hiring and professional networking. A City-branded LinkedIn account may be used by the City's Human Resources department as a way to post job listings and distribute them on the wide basis to attract a varied and deep recruiting pool. The HR Department will not use the LinkedIn functions that create a forum.

Content

- The Human Resources Department will administer the sole LinkedIn account representing the City.
- The Assistant to the City Manager/PIO as well as the director of IT and/or a designee will also be given administration control over the site.
- Job postings will always be first posted on CityofBerkeley.info before being distributed on LinkedIn
- Job postings on LinkedIn will always provide a URL to CityofBerkeley.info so that it can be seen on the City website.
- Content on LinkedIn shall, as much as possible, mirror information presented on the City's website and other existing information-dissemination mechanisms. The department's director or designee shall ensure that information is posted correctly the first time.
- The City's LinkedIn account shall serve three purposes:
 - To post listings of available jobs
 - To distribute to a broad pool of possible candidates
 - Provide links for how potential job applicants can view job postings and, if possible, direct people to online application forms.
- Information posted on LinkedIn shall conform to existing Human Resources protocols. Postings should be timely – as close to when they are posted on the City website as possible

APPENDIX 4: VIDEO POSTING GUIDELINES

Purpose

The City will enable access to online video content, as this is the way many residents communicate and obtain information online. Video content shall meet one or more of the following goals: to further the department's mission, provide information about City services, showcase City and community events and explore City issues. The City encourages the use of video content to further the goals of the City and the missions of its departments, where appropriate.

Video Posting Rules

1. The department's director or designee will be responsible for approving the video content.
2. Video quality must be comparable to DVD resolution quality. However, low quality video will be considered as long as the audio portion is clear and the content is compelling and informative.
3. All videos must be posted on the department's website and the department's Facebook page.
4. All videos must be captioned.
5. The department must secure a disclaimer from the author or owner or the right to use all of or part of a video if the video was not produced by the department or any other City department.
6. Videos streamed from other sources may not be posted to the City's website.
7. Links to external videos are permitted, but it must only be used when content is relevant and necessary approvals are received by the relevant department director and the Assistant to the City Manager/PIO .

Submitting Videos to Hosting Sites

Videos may be submitted to hosting sites such as YouTube and Vimeo as well as Facebook on a case-by-case basis under the direction of the department's director or designee. Most of these sites limit the video to the lesser of 10 minutes in length or less than 1 GB of data storage.

The ability to post a comment shall be turned off.

Archive

Any video posted to a third party's video site must also be posted the department's website for purposes of records retention.

APPENDIX 5: GUIDELINES FOR NIXLE

Purpose

Nixle allows government agencies to send geographically targeted text and email messages to people who have signed up for the service. A subscriber can choose the level of notification and the method, such as whether s/he only wants to receive emails or would rather receive texts. There is no cost to the community subscriber.

Since May 1, 2014, the Berkeley Police Department has been using Nixle as a pilot project that allows it to push out information periodically to community members while gaining experience with developing a messaging structure that best adapts to certain Social Media platforms. The Police Department uses the Nixle platform to convey non-emergency public safety information to the community.

Nixle service subscribers can choose the level of notification they desire, such as whether they want to receive emails or texts or be a part of a geographical distribution list, or any combination of these services. Those who do not subscribe can view all messages online at the Berkeley Police Department home page or <http://local.nixle.com/berkeley-police-department/>. Over the course of this pilot, Police will have an account, access to 24-hour live support, and the capacity to implement a variety of functions such as pre-scheduling messages, publishing remotely, and integrating with other social media.

Administration

The Police Department PIO will be the administrator for the Nixle Account. Captains, Watch Commanders and any officers who may need to send out messages will be given privileges to send out messages, if needed. The Department will work closely with the communications center, when necessary.

These items will always be posted on the City's website, ensuring that all information is available to all community members, regardless of whether they choose to subscribe to Nixle.

Content

Nixle may be used as the primary platform for delivering advisory messages, such as a traffic accident causing delays at a particular intersection. Nixle may also be used to announce media releases, crime alerts, the publication of BPD's monthly newsletter, or other communications.

The City may also use Nixle to communicate information regarding evolving, high-profile events that do not pose a danger to the public, such as a smoke cloud appearing near the city. During this pilot period, Nixle may be used to supplement existing methods for dissemination of emergency public information and warning messages, which contain protective action instructions for the recipient to follow.

The threshold for determining whether to push out message notifications is the provision of timely information that will be beneficial for the public and/or that the public can immediately use. For this reason, Nixle messages should, as a general rule, not be sent after 9 pm.

Within the Berkeley Police Department, Nixle will be used by the Public Information Officer, Watch Commanders, and Area Coordinators. The PIO may use Nixle for media releases, community crime alerts, or advisories about upcoming events. A Watch Commander may use it to support operations, e.g. to seek the public's assistance in a missing adult or child, incident or to share information regarding non-criminal incidents that have a public impact, such as BPD-related road closures. This can be a helpful crime-prevention and public awareness tool in a number of scenarios, here are some examples:

- Investigative/evidence
 - Missing persons
 - Wanted persons
- Engagement
 - Crime prevention tips
 - Online reporting tools
 - Sharing maps or data
 - Soliciting tips about unsolved crimes
 - Messaging regarding on-going crime series and trends
- Time-sensitive notifications
 - Major Road Closures
 - Special events
 - Missing or endangered persons