

Background for file 221825 Substitute resolution relating to the City of Milwaukee Social Media Policy

1) Why is this file being introduced?

In late 2021, the Comptroller performed an audit of social media governance. This updated social media policy will address the following recommendations:

- Ownership and responsibilities of social media governance should be identified in the Social Media Policy.
- The Social Media Policy should be updated with opportunity for input from all departments and elected officials.
- The Social Media Policy should explicitly prohibit misinformation and misleading information.
- An updated Social Media Policy should address the need to differentiate the campaign, City, and personal accounts of elected officials.

2) What are the updates?

For reference, both the current and revised policies are attached to this email. Significant changes include:

- The section LEGAL REQUIREMENTS has been removed and content moved and updated to a number of new locations.
- A new section, RECORD KEEPING, is added to address ownership and responsibilities to retain content. This section specifically addresses the audit recommendation regarding ownership and responsibilities.
- A new section, ACCESSIBILITY, is added to incorporate guidance to comply with ADA requirements.
- A new section, BRANDING, is added to promote a consistent City image across all online presence for all City departments.
- A new section, COPYRIGHTED CONTENT, is added to address how and when copyrighted content may be used.
- A new section, SECURITY, is added to address best practices to protect the account.
- A new section, POLITICAL ACTIVITY, is added to guide elected officials to separate accounts for City business from political or election-related activities.
- A new section, EXCEPTIONS, is added to direct questions, clarifications, or exceptions to the CIO for review and approval.
- Under the OFFICIAL AND ACCEPTABLE EMPLOYEE USE section, specific guidance is provided to monitor social media sites to replace stale, outdated, and/or incorrect information and remove inappropriate content. This specifically addresses the audit finding related to misinformation and misleading information.
- These updates were directed by ITMD through input of the social media collaborators group, review from the City Attorney's office, review and feedback of the CIMC, and

formal approval of the Common Council. This process specifically addresses the audit recommendation to obtain input from all departments and elected officials.

3) Why is this a substitute resolution?

A previous draft version of this policy included a PROHIBITED FOREIGN PRODUCTS section that limited use of certain social media products (including TikTok) by incorporation of the State of Wisconsin Department of Administration Standard 290 – REMOVAL OF PROHIBITED FOREIGN PRODUCTS.

After feedback from the Finance and Personnel committee, this section was removed from the social media policy.

A different approach and policy related to prohibited foreign products is being drafted and will be heard as a separate resolution.