



# AUDIT OF SOCIAL MEDIA GOVERNANCE

CITY OF MILWAUKEE  
INTERNAL AUDIT DIVISION  
OCTOBER 2021



# AGENDA

- Audit Scope
- Audit Objectives
- Conclusion
- Findings & Recommendations

The scope of the audit included all City departments' policies, procedures, processes, and postings related to social media with emphasis on conformity to the City of Milwaukee Social Media Policy. The time period included in the audit was January to June of 2020. The focus of the audit was to assess the City's internal control over user access to social media accounts, appropriateness of use, and monitoring of social media activity.

## AUDIT SCOPE

1. Evaluated whether the City's Social Media Policy is in conformance with best practice standards;
2. Assessed whether City departments adhere to the City's Social Media Policy;
3. Determined if user access management controls are in place and functioning adequately; and,
4. Assessed whether the controls over the monitoring of social media activity are in place and functioning adequately.

## **AUDIT OBJECTIVES**

The audit concluded that the City's social media governance is at an early stage of maturity. The Social Media Policy was updated in 2011. Departmental leader and elected official awareness and compliance with the policy is inconsistent. Additionally, user access, monitoring, record retention, and training procedures are inconsistent Citywide.

## CONCLUSION



# FINDINGS & RECOMMENDATIONS



## Finding

Ownership and responsibilities of social media governance are not defined.

## Risk

Lack of oversight due to lack of ownership.

*Risk Rating: High*

## Recommendation

Ownership and responsibilities of social media governance should be identified in the Social Media Policy. *Implementation Owner: ITMD*

# Social Media Governance Ownership



## Finding

The Social Media Policy is not widely known to departmental leaders and elected officials.

## Risk

Users may not comply with the Social Media Policy because they are not aware of the Policy. Additionally, City stakeholders may not agree with the Policy.

*Risk Rating: High*

## Recommendation

The Social Media Policy should be updated with opportunity for input from all departments and elected officials. *Implementation Owner: ITMD*

# Social Media Policy Awareness



## Finding

MPD maintained tweets with misinformation in violation of the Social Media Policy. Additionally, MPD tweeted statistics that falsely implied causation in violation of the Social Media Policy.

## Risk

Loss of trust and potential for misinformation or outdated information misleading Milwaukee residents.

*Risk Rating: High*

## Recommendations

The Social Media Policy should explicitly prohibit misinformation and misleading information.

*Implementation Owner: ITMD*

MPD should review the Social Media policy and comply with the policy. *Implementation Owner: MPD*

# Social Media Policy Non-Compliance

## Finding

Management of user access, monitoring, record retention, and training procedures are inconsistent Citywide.

## Risk

Inconsistent execution of Social Media management responsibilities.

*Risk Rating: Medium*

## Recommendation

Uniform user access, monitoring, record retention, and training procedures should be developed and implemented Citywide. Stakeholders should consider whether the increasing prevalence of social media warrants investment in social media management software. *Implementation owner: ITMD*

# Social Media Management

## Finding

Differentiation between elected officials' City accounts, campaign accounts, and other personal accounts is often unclear.

## Risk

Potential for campaign and other personal usage being interpreted as coming from City account.

*Risk Rating: Low*

## Recommendation

An updated Social Media Policy should address the need to differentiate the campaign, City, and personal accounts of elected officials.

*Implementation owner: ITMD*

# Elected Official Account Differentiation



# THANK YOU

**CHARLES ROEDEL CPA, CIA** Charles.Roedel@milwaukee.gov

**BRENDA KOEHLER CISA, CISM** Brenda.Koehler@milwaukee.gov