



Legislation Text

File #: 221825, Version: 2

221825
SUBSTITUTE 2
210905, 110078
ALD. BORKOWSKI

Substitute resolution relating to the City of Milwaukee Social Media Policy.

This resolution revises the City's Social Media Policy to reflect changes in the use of social media since the policy was first drafted in 2011 and to incorporate recommendations from a 2021 Social Media Governance audit.

Whereas, Common Council File Number 110078, adopted on May 24, 2011, established a City of Milwaukee Social Media Policy for City employees and departments; and

Whereas, Common Council File Number 210905, placed on file on November 2, 2021, communicated multiple recommendations related to the City Comptroller audit of social media governance; and

Whereas, The City Information and Technology & Management Division (ITMD), in collaboration with public information officers and social media content creators, drafted revisions to the City's Social Media Policy to address audit findings related to defining ownership and governance of social media, avoidance of misinformation, differentiation of account types, and better input from all departments; and

Whereas, The City Information Management Committee is responsible for policy and management of the City's information resources; and

Whereas, On September 28, 2023, the City Information Management Committee approved revisions to the City's Social Media Policy; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that a revised Social Media Policy, a copy of which is attached to this file, is adopted as City policy.

Kathleen Brengosz
10/17/2023
LRB 177963-2