



Legislation Text

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110078
SUBSTITUTE 1

ALD. HAMILTON

Substitute resolution establishing a City of Milwaukee social media policy.

This substitute resolution establishes a City social media policy. This policy prescribes the actions that employees and representatives of the City must follow when posting in an official capacity using social media. This policy also strives to maintain compliance with state and local laws regarding public records, open meetings, record retention and elections.

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

Whereas, The evolution of the internet has increasingly transformed the nature of web site content from static presentation of information to creation of interactive applications that encourage dialogue and collaboration; and

Whereas, Interactive social media web applications such as Facebook, Twitter and LinkedIn offer opportunities to City residents to interact directly with their City government; and

Whereas, The City Information Management Committee has prepared a City social media policy, which was approved by the committee on March 29, 2011; and

Whereas, For the purposes of this policy, "social media sites" are defined as interactive online pages that allow for and encourage multiple postings or interactions and whose information is constantly altered by its readers and producers; and

Whereas, For the purposes of this policy, "City-supported" or "City-sponsored" social media web sites are defined as sites created or maintained by designated City employees and used for City-related social media content; and

Whereas, All official City presence on social media sites is an extension of the City's existing information systems and networks, and wherever possible, content posted to City social media sites must also be made available on the City's website; and

Whereas, This policy prescribes that to ensure consistency of message, City departments should limit the number of staff personnel authorized to post to social media sites by designating an individual or individuals who will act as spokesperson for the City and the department on various social media websites; and

Whereas, City employees, as prescribed in this policy, in their role as designated representatives of the City of Milwaukee, must never post personal information to a City-sponsored social media site,

and City representatives who wish to post personal information on social media sites must maintain separate personal pages on social media sites; and

Whereas, This policy recognizes the unique positions of elected officials in City government and exempts elected officials and their representatives from provisions of this policy restricting employees from posting information regarding other City departments; and

Whereas, This policy prescribes that actions that employees and representatives of the City must follow when posting in an official capacity using social media and reserves the right to remove comments or materials the City deems:

1. Are profane, obscene, violent, or pornographic in language or content;
2. Promote, foster or perpetuate discrimination on the basis of gender, race, creed, color, national origin or ancestry, age, disability, lawful source of income, marital status, sexual orientation, gender identity, past or present membership in military service or familial status.
3. Unlawfully defame or attack an individual or group.
4. Make direct or indirect threats against any person or organization.
5. Support or oppose a political campaign or a ballot measure.
6. Advertise or solicit business for a personal or private business or endeavor.
7. Promote or endorse any specific financial or commercial entity.
8. Defraud or defame any financial, commercial or non-governmental agency.
9. Violate any federal, state or local law or encourage any illegal activity.
10. Violate any existing copyrights, trade secrets or legal ownerships.
11. Compromise the safety or security of the public or public systems.
12. Are unrelated to the original topic.

; and

Whereas, This policy also strives to maintain compliance with state and local laws regarding public records, open meetings, record retention and elections; and

Whereas, Public records laws of the State of Wisconsin and local ordinances may require retention of any information, materials or discussion on social media sites that involve City of Milwaukee employees and relate to official City business; and

Whereas, This policy prescribes that individual City departments will be responsible for ensuring

proper retention of content posted by their employees to social media sites; and

Whereas, Communication among members of governmental bodies using social media may constitute a “meeting” under the Wisconsin Open Meetings Law; and

Whereas, For this reason, this policy prescribes that members of these bodies are strongly discouraged from interactions with other members on social media sites; and

Whereas, Various social media sites adhere to their own policies regarding the privacy of site users; and

Whereas, As prescribed in this policy, the City of Milwaukee makes no claim to protect or preserve the privacy of users who interact with employees or representatives of the City via these sites beyond those protections which the site owners provide; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that a City social media policy, a copy of which is attached to this file, is adopted as City policy.

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Amy E. Hefter
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