

ORDINANCE NO. 1365

AN ORDINANCE ESTABLISHING A SOCIAL MEDIA USE POLICY, TO BE INCORPORATED INTO THE CODE OF THE CITY OF COLUMBUS, KANSAS, AS CHAPTER 1, ARTICLE 10, AMENDING ORDINANCE 1337 AND REPEALING ANY ORDINANCE OR PARTS OF ORDINANCES IN CONFLICT THEREWITH.

**BE IT ORDAINED BY THE GOVERNING BODY OF  
THE CITY OF COLUMBUS, KANSAS:**

**SECTION 1.** The following shall be incorporated and included as the new Chapter 1, Article 10 of the Code of the City of Columbus, Kansas approved by the Governing Body in Ordinance Number 1337.

**SECTION 2.** The following shall be the new Chapter 1, Article 10 of the Code of the City of Columbus, Kansas:

**CHAPTER I  
ARTICLE 10. SOCIAL MEDIA USE POLICY**

- 1-1001      **Purpose.** The purpose of this policy is to provide guidelines and to establish criteria for the city's social media program. Social media is beneficial for connecting with the community, an avenue for community members to have contact with the City and to exchange information.
- 1-1002      **Policy.** The City endorses the secure use of social media to enhance communication, collaboration and information exchange between the city and the community. It is the policy of the City that social media be used as a potential valuable means of assisting its personnel in meeting community outreach, problem-solving objectives and involving citizen feedback in decisions affecting the community.
- 1-1003      **Definitions:**
- A. Posts: Content an individual shares on a social media site or the act of publishing content on a site.
  - B. Social Media: Media designed to be disseminated through social interaction. Social media uses internet and web-based technologies to transform and broadcast media monologues into social media dialogues.
  - C. Social Networking Sites: A website that provides a social structure made of individuals (or organizations), which are tied (connected) by one or more specific types of interdependency, such as friendship, kinship, financial exchange, dislike, or relationships of beliefs, knowledge or prestige.
  - D. Social Networking: The practice of expanding the number of one's business and/or social contacts by making connections through individuals.

10-1004

**Regulations:**

- A. When posting on the city's social media sites/pages, Employees shall conduct themselves at all times as representatives of the City and shall adhere to all standards of conduct and observe conventionally accepted protocols and proper decorum.
- B. Employees shall not make comments about, post, transmit or otherwise disseminate confidential information, including photographs and videos and/or work related assignments without the permission and approval of the administration or such designees.
- C. Employees shall not use personally owned devices to post on the City's social media sites/pages unless authorized by the administration.
- D. Employees shall observe and abide by all copyright, trademark and service mark restrictions in posting materials to social media.
- E. Employees shall not post content or comments on City social media pages that support or oppose political candidates or ballot propositions.

10-1005

**Procedures:**

A. Operation.

- 1. Administration will monitor the City's social media sites and/or pages. The administration shall consist of the city administrator, city clerk, department heads and/or persons/employees of the City who are designated by them. The use of an outside paid vendor shall be at the City's will.
  - a. Any and all City staff should monitor posts/comments and report posts/comments that violate terms of the post/comment policy in the disclaimer and report to the administration immediately.
- 2. Heads of departments that have a social media site/page shall be responsible for monitoring posts/comments and take appropriate action against posts/comments that violate terms of the post/comment policy in the disclaimer. These department heads may choose to delegate this responsibility but shall notify in writing to the City Administrator and anyone in addition to themselves charged with administration responsibilities.
- 3. Quarterly statistics and/or a summary of activity from social media may be used at will by the City.

B. Guidelines.

- 1. All City social media sites and/or pages shall be approved by the Administration or designee.
- 2. The City's administration will monitor all departments' social media sites and/or pages.

3. Administration and approved members will monitor social media sites and will take appropriate action against posts or comments that violate terms outlined in this policy.
4. The social media sites or pages shall clearly indicate they are maintained by the City and shall have its contact information prominently displayed.
  - a. Each city social media site shall include a social media disclaimer and post/comment policy which can be found on the Facebook page under "About Us."
5. Social media sites and/or pages shall adhere to the applicable federal, state and local laws, regulations and policies.
  - a. Content is subject to public records laws. Relevant record's retention schedules apply to social media content.
  - b. Content must be managed, stored and retrieved to comply with open record laws.
6. City employees should be aware that they may be subject to civil litigation for:
  - a. Publishing or posting false information that harms the reputation of another person, group or organization.
  - b. Publishing or posting private facts and personal information about someone without their permission that has not been previously revealed to the public, is not of legitimate public concern, and would be offensive to a reasonable person.
  - c. Using someone else's name, likeness, or other personal attributes without that person's permission for an exploitative purpose.
  - d. Publishing the creative work of another, trademarks, or certain confidential business information without the permission of the owner.

#### C. Using Social Media Sites/Pages.

1. Social media is a valuable tool when seeking community feedback regarding:
  - a. General Information about the services offered by the City.
  - b. City codes, laws and regulations.
  - c. Public safety.
  - d. Environmental concerns.
2. Social media can be used to make time sensitive notifications to include:
  - a. Weather emergencies;
  - b. Road closures;
  - c. Traffic issues;
  - d. Special events;
  - e. Recreation programs;
  - f. Public service announcements;
  - g. Upbeat positive socially acceptable courtesies and/or

commentary;  
h. Good deeds.

**SECTION 3.** All ordinances, resolutions or policies or parts thereof in conflict herewith are hereby expressly repealed insofar as they conflict herewith.

**SECTION 4.** This ordinance shall take effect and be in force from and after passage and publication in the official city newspaper.

**PASSED and APPROVED** by the Governing body this 4<sup>th</sup> day of January 2016.

  
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MAYOR

ATTEST:

  
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CITY CLERK

(SEAL)