

ADMINISTRATIVE POLICY NO. 13-02

SOCIAL MEDIA – FACEBOOK

I. POLICY ISSUANCE

Currently the CBS has an official Facebook site.

TERMS OF USE

The terms of use statement should be featured on every City and Borough of Sitka social media site.

“Welcome to the City and Borough of Sitka’s official page(s) on Facebook where you can find the most recent news stories, videos, photos, and topics of interest and where your voice can be heard.

CBS’s primary source of public information can be found by visiting the city’s official web site at: www.cityofsitka.com

II. PURPOSE

It is the intent of the CBS to provide as much information to its citizenry at a reasonable cost in an effort to engage more citizens in various projects and topics under the municipality’s control.

III. PURPOSE AND POLICY

While Facebook is an open forum, it is also a family friendly one, so please keep your comments and wall posts clean.

Additionally, we ask that you follow our posting guidelines below. If you do not comply, your communication will be removed:

a. Social Media Guidelines

1. No profane, graphic, obscene, explicit, or racial comments or submissions, nor do we allow comments that are abusive, hateful, or potentially libelous.
2. No solicitations or advertisements. This includes promotion or endorsement of any financial, commercial, or non-governmental agency.

3. No external links except for those linking to an official City and Borough of Sitka website.
4. No comments suggesting or encouraging illegal activity.
5. No comments related to campaigns or elections as Alaska/City laws prohibits use of municipal equipment or resources for campaigns or partisan political purposes.
6. No comments that are not topically related to the posting being commented upon.
7. Protect confidential and proprietary information. Do not post confidential or proprietary information. Do not post information that is still in draft form.
8. Respect copyright and fair use when posting.
9. Do not use social media for endorsements such as promoting a cause, political party or candidate.

You participate at your own risk, taking personal responsibility for your comments, your username, and any information provided.

If you have questions or wish to speak with someone at our office please give Social Media Coordinator a call at 907-747-1826, or email her at melissa@cityofsitka.com

IV. POLICY GUIDELINES

Every platform has a different culture that requires a different style of messaging.

1. **Define which tools** – what does your target audience use? Can the information be repurposed for use on a specific platform or all platforms?
2. **Review of CBS Administrative Social Media** Policy is required before requesting a post or response to any social media posts.
3. **Submit a Social Media Content Request Form** to Social Media Coordinator. The Social Media Coordinator (SMC) is responsible for monitoring and maintaining the CBS social media pages. All posts should be submitted and coordinated through Administration or (SMC).
4. **Completes** the attached Social Media Content Request Form.

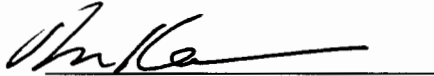
V. GENERAL PROVISIONS

- A. Scope: this policy applies to all departments and employees of the City and Borough of Sitka, Alaska under the general direction of the Municipal Administrator.

B. Authority to promulgate policy: The Municipal Administrator of the City and Borough of Sitka, Alaska maintains the authority granted by the Sitka Home Rule Charter and Sitka General Code to order policy and the guidelines and implementation.

C. Effective Date: This policy will take effect as of the signing date.

Dated at Sitka, Alaska, this 13 day of December, 2013.



Mark Gorman
Municipal Administrator

SOCIAL MEDIA CONTENT REQUEST FORM

CITY AND BOROUGH OF SITKA

Your name _____
First _____ Last _____

Event name and date _____
(E.g. Electrical Outage 12/13) Event _____ Date _____

Social Media Channel FACEBOOK OTHER _____

Date and Time to be posted ____/____/____ at ____ M

Requested
Post text

URL. (If you want to include a link with your post. _____)

Link for any images you want included in the post: _____

Request Received Date _____ Date Posted _____

Reviewed and Fulfilled by _____
Social Media Coordinator