

Nov 18, 2021

RESOLUTION NO. 189-2021

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF WENDELL, IDAHO, RELATING TO A SOCIAL MEDIA POLICY AND PROVIDING FOR RELATED MATTERS; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City of Wendell, Idaho is enacting a policy which provides guidelines for the use, management, administration and oversight of city owned social media for official use a true and correct copy of which is attached hereto as Exhibit "A" ("Social Media Policy");

WHEREAS, the Social Media Policy will also provide guidelines for employees' use of social media both at work and off-duty;

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF WENDELL, IDAHO:

Section 1. The Mayor and City Council find and declare that the Social Media Policy shall be adopted by the City of Wendell.


Section 2. This Resolution shall take effect and be in force immediately upon its passage and approval. The attachment accompanying Resolution ___ as Exhibit "A" is incorporated herein by this reference and is hereby adopted as the official City of Wendell Social Media Policy. Exhibit "A" shall supersede any prior City of Wendell Social Media Policy.

Passed and approved this 18 day of November, 2021.



, Mayor

Attest:



, City Clerk 12/28/21

Social Media Policy

City of Wendell

I. INTRODUCTION

- A. This policy provides guidelines for the use, management, administration and oversight of City of Wendell - owned social media for official use. It also provides guidelines for employees' personal use of social media both at work and off-duty.
- B. Social media comes in many forms and includes any method that facilitates electronic communications, including internet forums, blogs, online profiles, wikis, podcasts, pictures, video, e-mail, instant messaging, music sharing, voice over IP, as well as social websites or online communities for business and personal use, such as Facebook, LinkedIn, Yelp, YouTube, Google+, Flickr, Pinterest, Path, Picasa, Twitter, message boards and chat rooms, among others.

II. SOCIAL MEDIA ACCOUNT ACCESS

- A. Creation and use of social media forums on behalf of the City of Wendell are allowed when there is a clear public entity purpose.
- B. All City of Wendell - authorized social media must only be created with a City of Wendell e-mail account and shall be authorized by Mayor Dunn and belong to the City of Wendell. They are overseen and managed at the department level by authorized supervisors.
- C. Specific employees shall be authorized in writing to use the particular social media account on behalf of the City of Wendell and department, and are the only individuals permitted to access, manage, publish, comment and/or post on behalf of the City of Wendell on the media. These employees must conduct themselves at all times in accordance with all applicable City of Wendell policies.
- D. All posts on the City of Wendell social media must be in accordance with this policy and must be monitored by the department. Departments must be able to edit or remove content in violation of this policy.

2. Profane, obscene, sexual or violent language or content, or links to such;
 3. Defamatory or personal attacks;
 4. Threats of harm to any person or organization;
 5. Content that promotes, fosters or perpetuates harassment or discrimination on the basis of race, color, religion, sex, age, national origin, citizenship, physical or mental disability, genetic information, veteran status, sexual orientation, gender identity/expression or any other characteristic protected by law;
 6. Solicitation of commerce, including but not limited to advertising for any business or product for sale;
 7. Comments in support of or opposition to political campaigns, candidates or ballot measures of any kind;
 8. Encouragement of illegal activity;
 9. Conduct that violates any federal, state, or local law;
 10. Information that may compromise the safety or security of the public or public systems;
 11. Content that violates a legal ownership interest of any person or entity, such as trademark, patent or copyright; or
 12. Confidential or proprietary information;
 13. If activity listed in 4, 8, 9 or 10 occurs, employees must secure the information and notify the Gooding County police department.
- D. Comments complying with these rules must be allowed to remain, regardless of whether they are favorable or unfavorable to the City of Wendell.
- E. The City of Wendell may edit, restrict or remove, in whole or in part, any content that violates this policy or applicable law. Content that is edited or removed must be retained in accordance with the relevant records retention schedule. This content must be accompanied by a description of the reason it was edited or removed, the date and time of edit or removal, and the identity of the person posting the content, if available.

2. Making false or misleading statements about any City of Wendell employee, citizen, customer, business partner, vendor or supplier;
 3. Making disparaging remarks toward or about any City of Wendell employee, citizen, customer, business partner, vendor or supplier that are based on race, color, religion, sex, age, national origin, citizenship, physical or mental disability, genetic information, veteran status, sexual orientation, gender identity/expression or any other characteristic protected by law;
 4. Using social media to bully, threaten harm, harass, discriminate or retaliate against any City of Wendell employee, citizen, customer, business partner, vendor or supplier;
 5. Posting content or making comments that purport to express the opinions of the City of Wendell.
- F. Nothing in this policy grants an individual right to, or may be construed to provide, an expectation of privacy, including while engaged in personal social media:
1. Persons who use social media should be mindful that once content is placed online, it is no longer under their control and content shared through private social media does not always stay private.
 2. Employees have no expectation of privacy while using City of Wendell digital equipment or facilities for any purpose, including the use of email or other electronic communications of any kind, to download, transmit, post, comment or store information.
 3. Regardless of password use and privacy settings, and without notice to the employee, the City of Wendell may retrieve, review, monitor or log internet usage and content found on City of Wendell systems and digital equipment.
- G. Employees are free to express themselves as private citizens on social media sites about matters of public concern as long as their speech does not impair working relationships within the City of Wendell, impede the performance of duties, impair harmony among co-employees or negatively affect the public perception of the City of Wendell.
- H. Employees are cautioned that speech on- or off-duty, made pursuant to their official duties, is not protected speech under the First Amendment

ACKNOWLEDGMENT OF RECEIPT OF THE CITY OF WENDELL
PERSONNEL POLICY

I, _____ acknowledge receipt of the
_____ Personnel Policy, adopted on _____.

- I understand that it is my responsibility to read and review this Policy.
- I understand that I am an at-will employee of the City, that this Policy is not an employment contract, that none of the provisions of this Policy can create a contract and that the Policy is not a guarantee of any particular length or term of employment.
- I understand that I am obligated to perform my duties of employment in conformance with the provisions of this Personnel Policy I and any additional rules, regulations, policies or procedures imposed by the department in which I work whether or not I choose to read the new Policy.
- I understand that this Policy may be modified without prior notice to me.
- I understand that should this Policy be modified that I will be provided with a copy of the modifications.
- I understand that this Policy may be provided to me in either paper format or by electronic access.

DATED this _____ day of _____, 20_____.

(Employee)