

CITY OF BERKLEY, MICHIGAN
SOCIAL MEDIA POLICIES

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City of Berkley Social Media Use Policy

Purpose

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, The City of Berkley may use social media tools to reach a broader audience and to further the goals of the City and the missions of its departments.

The City has an overriding interest and expectation in deciding what is "spoken" on behalf of the City on social media sites. This policy establishes guidelines for the use of social media.

Social media can take many different forms, including:

- Internet forums
- Blogs: Blogger, LiveJournal, TypePad, etc
- Wikis: wikipedia
- Podcasts
- Communication tools such as Twitter
- Social networking: Facebook, LinkedIn, My Space, etc.
- Events: Upcoming, Eventful, Meetup.com, etc
- Social Bookmarking: Delicious, StumbleUpon, Google Reader, etc
- Social news: Digg, Mixx, Reddit, etc
- Photo sharing: flickr, Zoomr, Picasa, etc
- Video sharing: YouTube, Vimeo, etc
- Audio and Music Sharing:

Social Media Standards

The following are examples of social media tools that have been approved for use by the City of Berkley. This list may change as new options become available.

- Facebook
- Twitter
- Video Sharing
- WordPress

General

1. All City of Berkley social media sites must be approved by the City Manager.
2. The City of Berkley's website (www.berkleymich.org) will remain the City's primary and predominant internet presence.
 - a. The best, most appropriate City of Berkley uses of social media tools fall generally into two categories:
 - As channels for disseminating time-sensitive information as quickly as possible (example: emergency information).
 - As marketing/promotional channels which increase the City's ability to broadcast its messages to the widest possible audience.

- b. Wherever possible, content posted to City of Berkley social media sites:
 - will also be available on the City's main web site
 - should contain links directing users back to the City's official websites for in-depth information, forms, documents or online services necessary to conduct business with the City of Berkley
3. Wherever possible, all City of Berkley social media sites shall comply with all appropriate City of Berkley policies and standards, including but not limited to:
 - a. General Computer Use, Document Storage, E-Mail And Internet Access
 - b. Web Presentation and Accessibility Standards – to be developed
 - c. Blogging Policy
 - d. Online Privacy and Security Policy
 - e. Link Policy

Any exceptions must be approved by the City Manager or Communications Team.

4. Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between the City and members of the public. City of Berkley social media site articles and comments containing any of the following forms of content shall not be allowed:
 - a. Comments in support of or opposition to political campaigns or ballot measures
 - b. Profane language or content
 - c. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
 - d. Sexual content or links to sexual content
 - e. Solicitations of commerce
 - f. Conduct or encouragement of illegal activity
 - g. Information that may tend to compromise the safety or security of the public or public systems, or
 - h. Content that violates a legal ownership interest of any other party

These guidelines must be displayed to users or made available by hyperlink.

5. The City reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.
6. The City will approach the use of social media tools as consistently as possible, enterprise wide.
7. All new social media tools proposed for City use will be approved by the City Manager or Communications Team.
8. Administration of City of Berkley social media sites.
 - a. The Communications Team will maintain a list of social media tools which are approved for use by City departments and staff.
 - b. The Communications Team will maintain a list of all City of Berkley social media sites, including login and password information.
 - c. The City must be able to immediately edit or remove content from social media sites.

9. For each social media tool approved for use by the City the following documentation will be developed and adopted:
 - a. Operational and use guidelines
 - b. Standards and processes for managing accounts on social media sites
 - c. City and departmental branding standards
 - d. Enterprise-wide design standards
 - e. Standards for the administration of social media sites

Definitions

For the purpose of this document, the following terms are defined as provided below:

- **Communications Team:** The City's IT Coordinator and Communications Coordinator are members of the Communications Team.

City of Berkley Facebook Standard

Purpose

Facebook is a social networking site that is growing in popularity particularly among the 35 to 54-year-old age group. Businesses and governments have joined individuals in using Facebook to promote activities, programs, projects and events.

This standard is designed for City departments looking to drive traffic to the City's main web site (www.berkleymich.org) and to inform more people about City activities. These standards should be used in conjunction with all City social media policies.

Establishing a page

If a department determines it has a business need for a Facebook account, it will submit a request to the City Manager. If approved, the Department will work with the City's Communication Team in creating the account and setting up the site. The page will be created using a City e-mail account.

Content

1. Type of "pages"

- a. The City will create "pages" in Facebook not "groups." Facebook pages offer distinct advantages including greater visibility, customization and measurability.
- b. For type description, choose government.

2. Boilerplate

- a. The Communications team will standardize and provide the Facebook page's image, consisting of a picture and the City's logo.
- b. Pages will include a mission and/or department boilerplate on the Wall Page and send users first to the Wall to connect them to the freshest content. A City boilerplate sentence should follow the department/program description.
- c. If comments are turned on – they must be monitored. The Wall page should include a Comment Policy Box with the following disclaimer:

Comments posted to this page will be monitored. The City of Berkley reserves the right to remove inappropriate comments including those that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, support or oppose political candidates or ballot propositions, promote illegal activity, promote commercial services or products or are not topically related to the particular posting.

3. Link to the City

- a. A link to www.berkleymich.org must be included on the Info page.
- b. City department and project pages should be fans of other City Facebook pages.

4. Page naming

- a. Page name should be descriptive of the department.
- b. Departments will choose carefully with consideration for abbreviations, slang iterations, etc.
- c. The Communications Team or City Manager's Office will approve proposed names.

5. Page administrators

- a. A successful page requires "babysitting." Each department is responsible for monitoring its Facebook page.
- b. The department is responsible for making sure content is not stale. Each department will designate an alternate administrator.
- c. The Communications Team must be given administrative access to the site.

6. Comments and Discussion Boards

- a. Comments to the Wall generally will be turned off; when turned on they must be monitored by an assigned administrator. Discussion Boards should be turned off.

7. Style

- a. City Facebook pages will be based on a template that includes consistent City branding. The Communications Team will provide departments with the template.
- b. Departments will use proper grammar, avoiding jargon and abbreviations. Facebook is more casual than most other communication tools but still represents the City at all times.

8. Applications

- a. There are thousands of Facebook applications. Common applications can allow users to stream video and music, post photos, and view and subscribe to RSS feeds. While some may be useful to the page's mission, they can cause clutter and security risks.
- b. An application should not be used unless it serves a business purpose, adds to the user experience, comes from a trusted source and is approved by the Communications Team.
- c. An application may be removed at any time if there is significant reason to think it is causing a security breach or spreading viruses.

City of Berkley Video Posting Standard

Purpose

The City of Berkley provides access to online video because this is the way many residents communicate and obtain information online. Key objectives for video content should meet one or more of the follow goals:

- provide information about City services
- showcase City and community events
- explore City issues
- highlight outstanding individuals and organizations that contribute to Berkley

The City encourages the use of video content to further the goals of the City and the missions of its departments, where appropriate. These standards should be used in conjunction with the City's Social Media Use Policy.

Video Posting Guidelines

- The Communications Coordinator, with the approval of the city manager, is responsible for reviewing and uploading video content.
- Video quality should be comparable to DVD quality.
- Low quality video will be considered as long as audio is clear and the content is compelling and informative.
- The department must have secured rights to stream the video:
 - The video was produced by the department
 - Or permission has been granted to host and stream the video on City of Berkley web site
- Videos streamed from other sources may not be embedded on www.berkleymich.org pages. Links to external videos are permitted, but should only be used when content is not available through the City's Communications Department.

Encoding & Hosting

- Encode the video as .mp4 file
- Host the video on the City's web site
- Provide a video link and code to embed the video on a web page.

Acceptable Standards

- Acceptable formats are determined by the City's Communication Coordinator and may include: MOV, .MPG, .WMV, .AVI, DVD, Tapes - miniDV and DV Cam

Submitting video to other video sites

- Videos may be submitted to YouTube, Facebook or other video sites approved by the City Manager.
- Most of these sites limit the video to 10 minutes in length or less than 1 GB.
- Comments on video should be turned off on these sites.
- The Communications Team will administer all video site accounts.

City of Berkley Twitter Standard

Purpose

Twitter is a micro blogging tool that allows account holders to tweet up to 140 characters of information to followers. By procuring and maintaining a Twitter account, the City will communicate information directly to followers, alerting them to news and directing them to www.berkleymich.org for more information. These standards should be used in conjunction with the City's Social Media Use Policy.

Content

1. The City Communication Team shall hold and maintain the City's Twitter account.
2. The City will have only one Twitter account, unless otherwise approved by the City Manager. Account information, including username and passwords, shall be registered with the Communication Team.
3. The City Twitter account background will use a standardized City of Berkley logo provided by the Communications Team.
4. Twitter accounts shall serve three primary purposes:
 - a. Get emergency information out quickly
 - b. Promote City-sponsored events
 - c. Refer followers to content hosted at
 - www.berkleymich.org
 - www.berkeley.lib.mi.us
 - www.berkeleydda.com
5. Generally, Tweets do not refer visitors to other Twitter or Facebook pages – unless it is to announce a new Twitter or Facebook site.
6. Tweets shall be relevant, timely and informative.
7. Twitter content shall mirror information presented on the city's web site and other existing information dissemination mechanisms. Communications personnel shall ensure that information is posted correctly the first time. Twitter does not allow for content editing.

Followers/Following

1. The City will follow other government & nonprofit agencies.
2. The City reserves the right to block any follower when linking to the follower reveals content in violation of Section 6 of the City's Social Media Policy.
3. Because the goal of the Twitter account is to communicate information to Berkley residents, the City will block business followers.

City of Berkley Blogging Policy

Introduction

Blogs can facilitate discussion of issues related to city government and services by providing members of the public the opportunity to submit comments regarding the articles. Comments submitted by members of the public must be directly related to the content of the articles. Submission of comments by members of the public constitutes participation in a limited public forum.

No blog may be created that represents itself as an official city site without the prior approval of the City Manager.

Policy

General

1. All City of Berkley blogs shall be:
 - a. approved by the City Manager
 - b. published using the approved City blogging platform and tools; and
 - c. administered by the Communications Team

2. All City of Berkley blogs shall adhere to the following City policies:
 - a. Web Presentation and Accessibility Standards
 - b. Online Privacy and Security Policy
 - c. Single Domain Name Policy
 - d. Policy on Non-Government Information and Links

3. The City reserves the right to restrict or remove any content that is deemed in violation of this blogging policy or any applicable law.

4. Each City of Berkley blog shall include an introductory statement which clearly specifies the purpose and topical scope of the blog.

5. City of Berkley blog articles and comments containing any of the following forms of content shall not be allowed for posting:
 - d. Comments not topically related to the particular blog article being commented upon
 - e. Profane language or content
 - f. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
 - g. Comments that support or oppose political campaigns or ballot measures
 - h. Sexual content or links to sexual content
 - i. Solicitations of commerce
 - j. Conduct or encouragement of illegal activity
 - k. Information that may tend to compromise the safety or security of the public or public systems or
 - l. Content that violates a legal ownership interest of any other party

6. City of Berkley blog moderators shall allow blog comments that are topically related to the particular blog article being commented and thus within the purpose of the limited public forum, with the exception of the prohibited content listed in Policy - General - Section 5 above.
7. All City of Berkley blog moderators shall be trained regarding the terms of this City of Berkley Blogging Policy, including their responsibilities to review content submitted for posting to ensure compliance with the Policy.
8. All blog sites shall clearly indicate that they are maintained by the City of Berkley and shall have City of Berkley contact information prominently displayed.

Author and Commenter Identification

1. All City of Berkley blog authors and public commenters shall be clearly identified. Anonymous posting shall not be allowed.
2. Enrollment of public commenters shall be accompanied by valid contact information including a name, address, and email address.
3. Authentication credentials used for posting blog articles and blog comments by authorized City of Berkley blog authors and public commenters shall conform to the City's password standard.

Ownership and Moderation

1. The content of each City of Berkley blog shall be owned by and the sole responsibility of the department producing and using the blog.
2. Comments and articles submitted to a City of Berkley blog shall be moderated by an authorized blog moderator trained and assigned by the department creating and maintaining the blog.

Blog Comments & Responses

1. All blog articles and comments shall be reviewed and approved by an authorized blog moderator before posting on a City of Berkley blog.
2. All blog articles and comments submitted for posting with attached content shall be scanned using antivirus technology prior to posting.
3. The linked content of embedded hyperlinks within any City of Berkley blog articles or blog comments submitted for posting shall be evaluated prior to posting. Any posted hyperlinks shall comply with the City of Berkley's Link Policy.
4. Any posted hyperlinks shall be accompanied by a disclaimer stating that the City of Berkley guarantees neither the authenticity, accuracy, appropriateness nor security of the link, web site or content linked thereto.

Definitions

For the purpose of this City of Berkley Blogging Policy, the following terms are defined as provided below:

- **Blog:** (an abridgment of the term web log) is a City of Berkeley website with regular entries of commentary, descriptions of events, or other material such as graphics or video.
- **City of Berkeley blog author:** An authorized City of Berkeley official that creates and is responsible for posted blog articles (see blog article below).
- **Blog article:** An original posting of content to a City of Berkeley blog site by a City of Berkeley blog author.
- **Blog commenter:** A City of Berkeley official or member of the public who submits a comment for posting in response to the content of a particular City of Berkeley blog article.
- **Blog comment:** A response to a City of Berkeley blog article submitted by a blog commenter.
- **City of Berkeley blog moderator:** An authorized City of Berkeley official, who reviews, authorizes and allows content submitted by City of Berkeley blog authors and public commenters to be posted to a City of Berkeley blog site.

City of Berkeley Link Policy

Introduction

A link is an area on the Internet that allows users to move from one web site to another web site. This Policy pertains to links that allows users to leave the City's web site to move to another web site.

The City of Berkeley views the provision of links to external web sites as a public service that can benefit its citizens and other site visitors. Overall, the City's web site should provide useful information and reflect a positive image of Berkeley to citizens, businesses and visitors.

Links on the City's web site or social media forum should also satisfy a governmental purpose. In particular, the City will consider providing links to sites that promote and protect the public health, safety and welfare. The City reserves the right to determine placement of external links within its web site and social media forums.

Policy

The following list contains examples of web sites that the City will consider when selecting links:

- Other official government web sites
- Non-partisan web sites that encourage the informed and active participation of Berkeley residents in government
- Web sites of nonprofit institutions, organizations or associations whose purpose is to provide the public with access to the arts, humanities, local culture or education
- Web sites of nonprofit organizations whose primary mission is to provide employment, health and other human services to Berkeley residents.
- Web sites of nonprofit neighborhood organizations
- Web sites of organizations funded by the City of Berkeley
- Web sites of nonprofit organizations that provide support to other nonprofit groups or Berkeley businesses
- The Greater Berkeley Chamber of Commerce web site, Berkeley Downtown Development Authority web site and Berkeley-based business association web sites
- Internet mapping services
- Non-partisan web sites that provide information about public and private schools and post-secondary institutions in Berkeley
- Local and regional broadcast and print media web sites
- Web sites of public or private organizations that have established a partnership with the City of Berkeley government to help it meet its strategic goals

Links that will not be accepted

- Sites promoting illegal activities
- Sexually explicit sites
- Sites containing information that violates any of the city's equal opportunity policies
- Candidate sites or sites advocating a position on City or other ballot issues.
- Corporate commercial sites. However, non-profit organizations with sites on the City's server may include links to member or sponsor organizations. Berkley.gov will include links to business sites if they are presented as part of a neighborhood economic development section for a target area for City programs.
- Individual personal home pages.
- National sites, although departments may include links to public interest associations and similar organizations.

Any exceptions to this policy must be approved by the City Manager.

Link submission form

All requests for links shall be made using the Link Request Form (available on line or from the Communications Team). The form asks that the purpose of linking from the City's web site or social media forum be provided as well as a contact name and address.

The City Manager will make the final determination on links to the City's web site and may remove any link if he/she feels that it may be detrimental to the City's image.