

THE CITY OF ALEXANDRIA
POLICY

Dept.	Communications Department	Subject	Social Media Policy
Division	Office of the Mayor	Prepared by	Susan Broussard

1. POLICY

- 1.1** The City of Alexandria (“City”) is committed to open and transparent communication. The City will communicate to its constituents using a variety of accepted tools including social media.
- 1.2** The City will authorize specific individuals to use social media in an official capacity to ensure that, as with all communications activities, communications through social media channels are accurate, consistent and professional.

2. PURPOSE

- 2.1** This policy governs the use of City social media sites to further the business purposes of the City of Alexandria, while protecting and promoting the image of the City.
- 2.2** The primary goals of the City’s use of social media are, as follows:
- 2.2.1** Increase awareness of municipal services.
 - 2.2.2** Augment existing communication while maintaining centralized and consistent communication.
 - 2.2.3** Provide an additional mechanism through which the City keeps abreast of customer comments and perceptions regarding the municipality.
 - 2.2.4** Disseminate time-sensitive information quickly.
 - 2.2.5** Provide communication using social media’s cost-effective tools.
 - 2.2.6** Correct misinformation, remedy mistakes, or alter services to build stronger relationships.
 - 2.2.7** Use social media analytical tools to help monitor, track, and evaluate the City’s communications and marketing efforts.
 - 2.2.8** Provide another method by which stakeholders can engage with the City.
 - 2.2.9** Use social media as an additional way to collaborate with the public and other municipalities on mutually beneficial programs and initiatives.

3. SCOPE

- 3.1** This policy applies to social media use for official and authorized City purposes.
- 3.2** This policy shall apply to all City employees and others who are authorized to post information on City social media sites in an official capacity on behalf of the City.
- 3.3** Communication through social media and the use of associated technology must comply

with all other relevant City policies, procedures, and guidelines, as well as state and federal legislation.

4. RESPONSIBILITY

4.1 Chief of Staff

- 4.1.1** Directs compliance with the Social Media Policy and directs that a review of the policy and related procedures and guidelines occurs as noted below.
- 4.1.2** Oversees the centralized social media presence of the City which encompasses every social media platform and site associated with any City entity.
- 4.1.3** Establishes and manages protocols about content which can be posted without preapproval/notification and content which requires preapproval/notification.

4.2 Social Media Coordinator

- 4.2.1** Oversees the centralized social media presence of the City. Monitors the policy and accompanying procedure, provides training and ongoing guidance to city departments.
- 4.2.2** Reviews policy annually.
- 4.2.3** Approves and oversees social media sites and tools for official use.
- 4.2.4** Ensures consistent messaging and imaging for all City social media sites.
- 4.2.5** Evaluates requests for new social media sites and/or administrative changes to existing sites.
- 4.2.6** Generates, monitors, updates, edits, responds to and/or removes content within City social media sites to ensure accuracy and adherence to this policy, or can assign a designate for any or all of the noted functions as needed.
- 4.2.7** Provides access to official users.
- 4.2.8** Oversees all City social media accounts including their creation and destruction and who is authorized to post to sites.
- 4.2.9** Maintains a list of site domain names and social media accounts, including login and password information for all official City sites.
- 4.2.10** Ensures City social media sites comply with applicable policies.

4.3 Division Directors and/or designates

- 4.3.1** Ensure employees and others working on behalf of the City are informed of, and abide by, the Social Media Policy and any other applicable policies.
- 4.3.2** Ensure that procedures and guidelines under the Social Media Policy are communicated to employees and are carried out consistently.

4.4 Employees and other authorized users

- 4.4.1** Ensure that their use of social media is in accordance with this policy and other related policies, procedures, guidelines and legislation.

5. GOVERNING RULES

The City's website will remain the City's primary online source for information. Social media will be used to complement the website's information and broaden the reach of City messages through multiple channels.

- 5.1** Social networking accounts will clearly indicate they are maintained by the City and will contain appropriate contact information.
- 5.2** The authority to post to official City of Alexandria social media sites will only be granted to employees specifically authorized to do so through this policy by the Chief of Staff or his or her designee.
- 5.3** Authorized employees will always post to official City of Alexandria social media sites as City of Alexandria employees and, as appropriate, disclose their role at the City of Alexandria.
- 5.4** Authorized users shall only post within their area of subject matter expertise.
- 5.5** No confidential information will be posted to any social media under any circumstances.
- 5.6** Comments containing, including but not limited to, any of the following shall not be allowed on City of Alexandria social media sites and may be removed by the Communications Department:
 - 5.6.1** Comments not topically related to the particular site or article being commented on.
 - 5.6.2** Profane language or content.
 - 5.6.3** 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.
 - 5.6.4** Sexual content or links to sexual content.
 - 5.6.5** Conduct or encouragement of illegal activity.
 - 5.6.6** Content related to non-City related sales, advertising or promotions.
 - 5.6.7** Comments determined by the City to be a specific attack on groups or individuals or to be inherently political in nature or cause as well as posts endorsing or campaigning for any specific candidate for elected office.
 - 5.6.8** Information that may tend to compromise the safety or security of the public or public systems.
 - 5.6.9** Content that reveals personal or private information about any particular person or is otherwise protected by the Municipal Freedom of Information and Protection of Privacy Act or any other applicable privacy legislation.
 - 5.6.10** Content that violates a legal ownership interest of any other party.
 - 5.6.11** Content that violates any City policy. Employees are responsible to be aware of all City policies that may impact their posts.

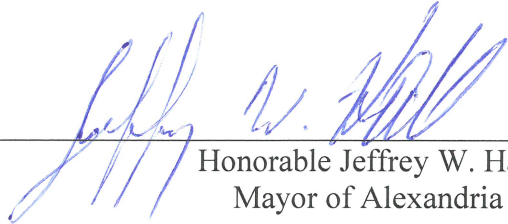
6. RECORDS, FORMS AND ATTACHMENTS

- 6.1** The City of Alexandria requires that postings addressing official government

business must be posted to the City's website with social media platforms serving as a secondary outlet. A post addressing official government business should link back to the official website for additional information.

- 6.2** Documents and records generated as a result of this policy will be maintained in accordance with the Freedom of Information Act and the Louisiana Public Records Act, Title 44.

This policy was approved on the 27th day of June, 2019 by the Appointing Authority.



Honorable Jeffrey W. Hall
Mayor of Alexandria