

CITY OF RENO – MANAGEMENT POLICIES AND PROCEDURES

Neighborhood Advisory Board (NAB) Facebook Group Communications

First Edition

Approved by: Andrew Clinger, City Manager

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I. PURPOSE

The Neighborhood Advisory Board (NAB) Facebook Groups will serve as an ongoing communication channel that allows residents to share their thoughts on hot topics, events and other news pertaining to their neighborhood. OCCE staff will monitor the groups and communicate hot topics, upcoming events and other news, and share resident feedback with the appropriate City staff and City Council. NAB events will be created within the Facebook groups and RSVPs will help with attendance tracking and general interest. Event links to be shared across City social accounts to raise awareness about the NAB groups and meetings. The NAB Facebook groups will also be used to share important news from the City of Reno and the NAB meetings.

II. REVISION HISTORY

III. REFERENCES

The procedures outlined in the “Social Media” policy (213), “Facebook Guidelines,” and Section VIII, Paragraph B in policy number 104, “Workplace Monitoring,” apply to the activities described in this policy. Both the “Computer Usage” (303) and the “Electronic Data Transmission” policies (304) apply to this policy in their entirety. The definition of “Internet,” Item VI (E) in policy number 304, is construed to include all social networking tools as described below.

Activities described below will also be held to the standards of policy 306 “Website Protocol,” as they apply to social media assets, which will be considered an extension of the City’s website for this purpose.

Information released under this policy must conform to “Media Communications and Release of Public Information,” policy number 201. All City communications, including those related to

social media, should be developed within the guidelines in the current Strategic Communications Plan and in adherence with the existing, individual social media policies. The City's current Crisis Communications Procedures and Emergency Communications Procedures supersede the procedures described herein, when appropriate.

Websites created by the City shall comply with the American's with Disabilities Act and policy 602. Records of City postings and comments to City social media locations shall be retained in conformance with the Records Retention Schedules, policy 207.

This policy incorporates all standards of conduct included in both the "Ethical Standards" (101) and "Rules of Conduct and Delegation of Disciplinary Authority" (102) policies. Employees may be subject to discipline resulting from their use of personal social media where that use has a negative impact on the City's interests which outweighs the employee's private interests.

IV. PERSONS AFFECTED

- City employees who are responsible for monitoring the NAB Facebook groups
- NAB members and alternates.

VI. POLICY

The City of Reno recognizes the value of Facebook Groups for reinforcing brand recognition, engaging constituents and employees in conversation, and for delivering information to the public. The City intends to leverage the power and reach of Facebook Groups to communicate and deliver messages directly to citizens and to encourage citizen involvement, interaction and feedback.

Because the City supports open dialogue and the exchange of ideas, this policy has been created to provide guidelines for staff involved in the use of NAB Facebook Groups. To best manage online relationships and conversations, only those officially designated by the City of Reno (see "Media Communications and Release of Public Information" policy number 201) have the authorization to speak on behalf of the City.

Given the immediate nature of these tools, the City will take a controlled, strategic approach to the use of NAB Facebook Groups to ensure information is current and appropriate and that responses to constituent requests and questions are accurate and timely.

Employees involved in social media management are responsible to know and uphold the City of Reno's rules of conduct and ethical standards.

VII. DEFINITIONS

- A. Content Manager—An employee who creates content for any communications media employed by the City of Reno.
- B. Comment—A post made in response to a particular blog entry or post on a social media site or forum.
- C. Facebook Group—Facebook Groups make it easy to connect with specific sets of people, like family, teammates or coworkers. Groups are dedicated spaces where you can share updates, photos or documents and message other group members.
- D. Facebook Group Admin—A person must already be a group member before they can be made an admin. An admin has rights to remove members or admins, add new admins and edit the group description and settings
- E. Forum—An Internet forum, or message board, is an online discussion site using web applications managing user-generated content, or posts.
- F. Post—An entry in a forum, social media site, or blog by an author.
- G. Profile Picture—An image that represents the profile owner or user.

VIII. RESPONSIBILITIES

- A. The City Manager's Office, through the Office of Communications and Community Engagement, is responsible for acting as the City's central public information and communications center; for coordinating the release of information to the public through all NAB Facebook Groups; and for monitoring and responding to public comments, questions, and requests.
- a. The best, most appropriate City of Reno uses of NAB Facebook Groups fall into three categories:
- I. As channels for disseminating time-sensitive NAB information as quickly as possible (example: emergency information).
 - II. As marketing/promotional channels which increase the City's ability to broadcast NAB messages to the widest possible audience and increase NAB interest and participation.
 - III. As an efficient and effective engagement tool for citizens to communicate with the Community Liaisons.

B. The Director of the Office of Communications and Community Engagement and the Digital Engagement Manager are responsible for the selection and approval of Facebook Group tools for communication with constituents regarding NAB activities, programs, and policies, accepting the legal terms and conditions on behalf of the City, and setting standards for creating accounts.

b.i. All City of Reno NAB Facebook Group content posted by Community Liaisons may be subject to approval by the Office of Communications and Community Engagement Communications Director.

C. With regards to NAB Facebook Group management, the Community Liaisons report to the Digital Engagement Manager. The Digital Engagement Manager reports to the Director of the Office of Communications and Community Engagement. The Community Liaisons are responsible for supporting and managing NAB Facebook Groups and communications and for monitoring and responding to public feedback. The Digital Engagement Manager is responsible for overseeing the Community Liaisons to make sure Facebook group best practices are being enforced.

c.i The Community Liaisons who are responsible for posting content and must follow guidelines within the City of Reno Facebook guidelines.

ii The Digital Engagement Manager will oversee content creation across all Facebook Groups and reserves the right to edit, delete or manage any and all City Facebook Group accounts as they see fit.

D. The Reno Direct Representatives report to the Director of Communications and Community Engagement. The Community Liaisons are responsible for sending service request and user inquiries from NAB Facebook Group channels to Reno Direct within 16 working hours. Once requests received from Community Liaisons, Reno Direct Representatives are responsible for providing a service request number to the appropriate Community Liaison within 8 working hours. Community Liaisons must relay the logged service request number to the citizen within 8 working hours.

E. The City Attorney's Office, upon request, is responsible for reviewing the legal terms and conditions required for creating a social media account and for determining what information is confidential, privileged or otherwise exempt from public disclosure.

IX. PROCEDURES

A. Facebook Group Communications on behalf of the City of Reno

1. Selection of Facebook Group
 - a. The account must be accessible to anyone and available free of charge to users.
 - b. Facebook Groups set up for the purpose of communicating externally on behalf of the City must be created by the City and identified with the name “City of Reno” in the ‘About’ section of the Facebook Group.
 - c. The Digital Engagement Manager is responsible for creating all new Facebook Group accounts. No new accounts are to be created by any other City employee.

2. Content Development
 - a. To ensure efficient use of resources, content developed for social media uses should be located on and linked to the City’s official website (www.reno.gov) whenever possible.
 - b. All content, including photos and videos, must be owned by the City or have the appropriate release or authorization from the copyright holder.
 - c. Content related to crisis or emergency communications must conform to the policies and procedures contained within the relevant plans.
 - d. For each social media tool approved for use by the City the following documentation will be developed and adopted:
 - i. Operational and use guidelines
 - ii. Standards and processes for managing accounts on social media sites
 - iii. City and departmental branding standards
 - iv. Standards for the administration of social media sites

3. Design and Branding
 - a. All profiles and pages should be clearly identified as official City of Reno assets and are subject to change at the discretion of the Digital Engagement Manager.
 - b. Profiles and pages design colors should be consistent with the official colors in use by the City, as identified in the current Brand Standards, available on Biggest Little Intranet.
 - c. When possible, third-party advertising should be removed or disabled on official City Facebook Group pages. If this is not possible, a statement should be added to the effect that the City did not authorize or endorse any advertising on the site.

4. Management and Monitoring
 - a. The Digital Engagement Manager will make use of available and appropriate online monitoring tools to ensure conformance with this policy, quality, and consistency.
 - b. The Digital Engagement Manager will maintain a list of all City of Reno NAB Facebook Group accounts.
 - c. The City Council Community Liaisons should monitor the list of users who voluntarily “join” the NAB Facebook Group accounts to ensure that spam, obscene

material, material not within the authorized scope of a limited public forum, or strictly commercial messages are not introduced into the City's communications. Users fitting those categories should, where possible, be given a warning that continued introduction of such messages will result in their access being blocked; followed by blockage where the warning is ignored.

d. The Community Liaisons should develop and post the purpose of the communications channel somewhere on the site where it is located, clearly identifying the types of comments that are appropriate for that channel, and providing warning that comments or posts not fitting the policies contained in Section D below will be deleted.

B. NAB Member & Alternate Use of NAB Facebook Groups

1. Appointed NAB members and alternates will be able to join the NAB Facebook Groups.
2. In an effort to reduce the risk of Open Meeting Law violations, appointed NAB members and alternates should not post or engage in dialogue on the NAB Facebook Group. NAB members and alternates will be able to share the content from the NAB Facebook Groups on their own personal social media accounts.
3. If a NAB member or alternate is requested by another user to engage on the NAB Facebook Group, the NAB member or alternate should notify the Community Liaison to handle the communication.

C. Use of Social Media by Employees

1. Use of Social Media as an Authorized City Representative
 - a. All City Employees engaged in social media should take responsibility for what they write, identify themselves as the author, and exercise good judgment and common sense.
 - b. When posting or responding to posts as a City representative from personal accounts, employees should, when appropriate, state their title and identify themselves as a City employee. When posting from an official City of Reno account, they should identify themselves when appropriate or if asked.
 - c. When an employee participates in a blog, wiki, online social network, or any other form of social media as a representative of the City, certain standards of conduct apply:
 1. City representatives should always show respect. Avoid ethnic slurs, personal insults, obscenity, or any conduct that would not be acceptable in the City's workplace. Show consideration for others' privacy and for topics that may be considered objectionable or inflammatory—such as politics and religion.

2. Employees should avoid engaging in arguments, be the first to correct their own mistakes, and indicate if they have altered previous posts.
3. All content and posts should be designed to add value. Employees should strive to provide worthwhile information and perspective.
4. The City promotes transparency and honesty in communications and therefore employees may not post anonymously or use pseudonyms or misleading screen names when representing the City.

D. Comments & Replies

1. To encourage engagement and increase transparency, it is the City of Reno's intent to leverage social media as a method of two-way communications. To that end, when the appropriate resources are available, comment and forum features will be activated to allow users to make comments, ask questions, or request services.
 - a. When activated, comments and forums should be reviewed by the Community Liaisons every work day, before noon.
 - b. The Community Liaisons will assess the content of each post or comment to determine if it meets the standards described below or if it requires a response from the City.
 - c. Posts or comments requiring a response will be answered with a status of the response within 16 work hours (two work days) and with the full response within five work days. Whenever possible, responses should be made immediately.
 - d. Posts or comments requiring a service request will be submitted to Reno Direct for inclusion in the customer relationship management system as stated in section VIII., D. of this policy.
2. City employees should immediately remove any comment which violates any local, state, or federal law regarding discrimination, harassment, or violence.
3. In a designated public social media forum created by the City, the City shall delete or reject posts from users that contain content that is obscene, threatening, harassing, maliciously defamatory, copyrighted or commercial.
5. Comments shall not be deleted or removed based upon the views expressed. Comments will not be edited. Applicable limitations should be posted on the social media site. Hyperlinks

may be prohibited in their entirety, or they may be deleted or removed where the linked site includes material falling within the above listed prohibitions.

6. Unless the City specifically states on the NAB Facebook Group that communications on that specific system shall be considered as official communications with the City for a specific purpose, communications made through the NAB Facebook Group will in no way constitute a legal or official notice or comment by or to the City or by or to any official or employee of the City for any purpose. For example, a post or comment that asks that the City provide public records will not be considered a public records request until being sent through the proper channels. Likewise, a post or comment related to a business license application or building permit will not be considered by the City. Comments specific to a City license, application, permit, project, etc., should be submitted directly to the appropriate City official, department or division, as indicated at www.reno.gov.

E. Linking Policy and Disclaimer of Endorsement

1. The City shall review and reserves the right to reject any hyperlink to a site not maintained by the City.

2. If any hyperlink to a non-City site is posted by the City or permitted in a comment, the City NAB Facebook Group should note that any link to a site which is not the City's site, is provided solely for our constituent's information and convenience, and may include views not necessarily those of the City. Further, that the City does not control or guarantee the accuracy, relevance, timeliness or completeness of information contained on a linked website and is not responsible for transmissions users receive from linked websites.

3. Inclusion of hyperlinks should be limited, depending upon the NAB Facebook Group created:

- a. Government Speech; where the City is furthering its own message, the City reserves the sole right to exclude any link and shall only include links which further communicate the City's message.
- b. If the City creates a designated public social media forum, links shall be excluded if they contain material or depictions which are obscene, threatening, harassing, maliciously defamatory, copyrighted or commercial.
- c. If the City creates a limited public social media forum, links may be excluded entirely, or permitted subject to any limitations listed on the site or stated in subsection 4 to subsection C entitled "Comments and Replies," above.

F. Records Retention

1. Records shall be retained in conformance with the Records Retention Schedules, Policy No. 207.
2. The City should retain copies of the legal terms and conditions required for creating a social media account.