



Request for City Council Committee Action from the Department of Communications

August 2, 2011

To: Executive Committee

Referral to: Ways & Means/Budget Committee

Subject: Social Media Policy

Recommendation: The Communications Department recommends the approval of the Social Media Policy, receive and file of the attached procedures that support the policy, and direct Communications to place the policy and procedures in the Policy Library.

Previous directives: None

Prepared by: Matt Lindstrom, Communications Specialist, X2148 Approved by: Sara Dietrich, Communications Director, X2101 _____ Presenters in Committee: Sara Dietrich

Policy Review Group: Approved. April 22, 2011

Financial Impact

- No financial impact

Community Impact

- City Goals – A City That Works

Background/Supporting Information

The City maintains a professional, consistent, and accurate online presence on its official City of Minneapolis web site. This social media policy reflects the City's commitment to being a 21st century government that is professional, efficient, transparent, accountable, and fair. The policy mirrors the City's electronic communications policy, essentially extending the policies and expectations for employees to the City's social media presence.

A staff team including employees from BIS, the City Attorney's office, Human Resources & Communications developed the draft using best practices from other jurisdictions. The draft policy has gone through the formal vetting process to receive feedback/concerns before going to the City Council for approval.

Policy Highlights:

- Social media sites are managed centrally, with a process established for departments to seek approval for social media sites outside of the official City enterprise sites (this mirrors the City's web site policy).
- Responsibilities for the oversight and management of the City's official social media sites reside with the Communications Department.
- The employee section of the policy applies to all City of Minneapolis employees. Employees representing the City on the City's social media sites must conduct themselves as representatives of the City, be professional and follow the user guidelines in the policy. Departments can choose to have more stringent policies for employees.