



City of New Hope, Minnesota **Social Media Policy**

Policy

Social media are Internet and mobile-based applications, websites and functions, other than email, for sharing and discussing information, where users can post photos, video, comments and links to other information to create content on any imaginable topic. This may be referred to as “user-generated content” or “consumer-generated media.” The city of New Hope will determine, at its discretion, how its social media resources will be designed, implemented and managed as part of its overall communication strategy. City representatives have the responsibility to use the City’s social media resources in an efficient, effective, ethical and lawful manner pursuant to all existing City policies.

City of New Hope social media accounts are considered a City asset and administrator access to these accounts will be securely administered in accordance with the City’s Computer Use Policy. The City reserves the right to shut down any of its social media sites or accounts for any reason without notice.

All social media websites created and utilized during the course and scope of an employee’s performance of his/her job duties will be identified as belonging to the City of New Hope, including a link to the City’s official website. The City of New Hope does not create or maintain social media accounts for its elected officials.

This policy applies to any existing or proposed social media websites sponsored, established, registered or authorized by the City of New Hope. The City’s social media accounts are exclusively the following:

1. City of New Hope Facebook account at facebook.com/newhopeminnesota.
2. New Hope Parks & Recreation Facebook account at facebook.com/newhoperecreation.
3. New Hope Police Department Facebook account at facebook.com/newhopepd.
4. City of New Hope Instagram account at instagram.com/newhopemn.
5. City of New Hope Twitter account at twitter.com/newhopemn.
6. City of New Hope YouTube account at youtube.com/channel/UC9OTmGd0DxhpNc5hAdYPHqQ
7. City of New Hope NextDoor account at nextdoor.com/agency-detail/mn/new-hope/city-of-new-hope/
8. City of New Hope LinkedIn account at <https://www.linkedin.com/company/city-of-new-hope-minnesota/>

“Social media manager” means any city employee or agent with administrator access who, when posting or responding to a post, appears to be the City social media account owner.



Rules of Use/Procedures

City social media managers are responsible for managing City social media accounts or websites. Facilities or departments wishing to have a new social media presence must initially submit a request to the communications coordinator in order to ensure social media accounts are kept to a sustainable number and policies are followed. All approved sites will be clearly marked as the city of New Hope site and will be linked with the official City website, newhopemn.gov. No one may establish social media accounts or websites on behalf of the City unless authorized in accordance with this policy.

Administration of all City social media websites will comply with applicable laws, regulations and policies as well as proper business etiquette.

City social media accounts covered by this policy will not be used by social media managers for private or personal purposes or for the purpose of expressing private or personal views on personal, political, or policy issues or to express personal views or concerns pertaining to City employment relations matters.

No City social media account may be used by the City or any social media manager to disclose private or confidential information. No social media website should be used to disclose sensitive information; if there is any question as to whether information is private, confidential, or sensitive, contact the city clerk.

Outside of situations of disaster, no City social media account will be used for transactions of city business. In the event a user initiates a request, application, or question through social media that affects city business or requires another city policy or process to be followed, follow up with that user by phone, email, or other channels. If comments are allowed, in the event of a question of general interest, a response may be given in comments, the initial post may be edited or a subsequent post may be created to include the information.

City of New Hope's social media managers will not edit any posted comments. However, comments posted by members of the public may be removed if they fall into any of the following categories:

- Obscene or pornographic content
- Direct threats to persons or property
- Material asserted to violate the intellectual property of another person
- Private, personal information about a person published without his/her consent
- Information that compromises a public safety security system
- Statutorily private, confidential or nonpublic data
- Commercial promotions or spam

Policy Maintenance

Approved by *Dir. of HR/Administrative Services* on 8/14/2020

Review cycle: *Every 3 years* – Next due 8/14/2023