



INTERNAL SOCIAL & DIGITAL MEDIA POLICY

City of Charlestown Office of Communications & Multimedia

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This policy encompasses conduct on and use of social media platforms and websites such as, but not limited to, Facebook, Twitter, TikTok, Instagram, Snapchat, YouTube, etc. and including currently existing or new pages, profiles, groups, blogging, vlogging or video sharing, photo sharing, website creation, or other emerging digital media platforms for both the purposes of official or formal representation of the City of Charlestown and its various departments and entities, and individuals affiliated with the City of Charlestown in their private capacities.

The City of Charlestown's Internal Social Media policy applies to individuals employed by, or affiliated with the City of Charlestown as defined below:

- Full and Part-Time Staff of any City of Charlestown Department
- Elected Officials
- Members of City Boards and Commissions
- Interns, Temporary or Appointed Employees
- Volunteers or City Ambassadors (Neighborhood Watch, Charlestown Beautification)
- Contractors and Consultants with Access to City-Supported Social Media Sites
- Contractors, Volunteers, or Designees Acting on Behalf of the Above

City Employees & Affiliates: Personal Social Media Activity

Caution must be taken into consideration when participating in Social Media interactions, particularly when identifying themselves as employees or affiliates of the City or when context might lead to that conclusion. Employees should use discretion and common sense when utilizing Social Media to help prevent inadvertently compromising professional, legal, or ethical standards.

City of Charlestown affiliates or employees who use Social Media for strictly personal use outside of the workplace do not require approval for such use. However, it is possible for these types of tools to sometimes blur the line between professional and personal interactions. Employees are reminded that, as representatives of the City, this policy must be taken into consideration when participating in Social Media interactions, particularly when identifying themselves as employees of the City or when context might lead to that conclusion. Employees should use discretion and common sense when utilizing Social Media to help prevent inadvertently compromising professional, legal, or ethical standards.

City affiliates or employees wishing to share City of Charlestown information on their personal pages should share posts directly from official City accounts to avoid the appearance that the employee is the source or that he/she is speaking on behalf of the City of Charlestown. Sharing of the original content ensures that if necessary, changes or additions may be made that will update the content wherever it is shared from its point of origin on the City of Charlestown's digital media. Affiliates are welcome and encouraged to share this content, but are asked to do so without copy-and-paste or screenshare to ensure continuity and oversight and allow for corrections when necessary and to ensure that communications remain consistent across various channels.

City of Charlestown affiliates or employees should report social media activity that is promoting inaccurate information related to the City of Charlestown to the Department of Communications. Please do so via email whenever possible to media@cityofcharlestown.com, and include hyperlinks to the content in question.

All employees should understand the perception of their City of Charlestown association. If you identify yourself as a City of Charlestown employee or have a public facing position for which your City of Charlestown association is known to the

general public, ensure your profile and related content (even if it is personal and not an official nature) is consistent with how you wish to present yourself as a City of Charlestown professional, appropriate with the public trust associated with your position, and conforming to existing standards that already exist in City of Charlestown policies. Employees and affiliates are expected to be truthful, courteous, and respectful toward supervisors, co-workers, citizens, customers, and other persons associated with the City. Employees shall not engage in name-calling, personal attacks, bullying, or other such demeaning behavior in any public forum or capacity, particularly in relation to City matters or business. Employees and affiliates shall not write or present anything on social media that violates the policies of the City or the State of Indiana relating to harassment, discrimination, and/or privacy.

Employees, City contract employees, and City volunteers shall not use their City email account or password in conjunction with a personal Social Media account – this stipulation is a measure to protect the security and privacy of both parties.

City of Charlestown Official Digital and Social Media Representation and Activity

The City of Charlestown's use of social and digital media platforms is intended to expand and enhance communication to a growing number of citizens who rely on social media for news and updates about Charlestown. The goal of our use of social networking is to communicate and promote information about the business of the City and how we serve our citizens. The City must ensure that use of social networking maintains our identity, integrity, brand standards, and reputation while minimizing actual or potential risks.

The creation or development of any new or ongoing any website, blog, social media profile or page, group, or other digital or emerging media platform that represents any City of Charlestown department, office, elected or appointed board, event, employee, representative or program must be created in coordination and with the approval of the City of Charlestown Communications & Multimedia office under the umbrella of the City of Charlestown's platform controls, and with measures in place to ensure continuity in the event of turnover, administration change, or an unfortunate event. It is also imperative that any official platform, page or profile, or one that is seemingly official by virtue of its association to an individual related to the City of Charlestown, be managed in accordance with brand standards, social media strategy, and with respect to the related legal and public access issues that create complexities within these realms.

Any personal account that appears to be compromised, engaged in activity that may flag algorithms that could negatively impact the ability of the City of Charlestown's social media pages and platforms to operate optimally, or could compromise the integrity of the page or platform will not be granted access or may have their access removed pending resolution. For example, users with fake or dummy accounts, duplicate accounts, pseudonyms and other profiles of this nature on Facebook can negatively impact the functionality of any page or group it is related to or affiliated with, whether directly or by proxy.

Directors, appointees or their delegates may be granted permissions to publish on pages when appropriate, or granted access to various platforms, but any creation should originate in cooperation with the Communications and Multimedia office. Employees and affiliates of the City shall not speak on behalf of the City on social media unless expressly authorized to do so, and shall not share information that is confidential or sensitive in nature which was obtained by virtue of their employment by or affiliation with the City unless expressly authorized to do so.

The City of Charlestown's social media pages shall be subject to the Public Records requirements set forth in Indiana Code 5-14-3, and shall be preserved accordingly. The City's social media shall not post, nor shall it allow to be posted, any material protected by copyright, unless expressly permitted to do so by the rightful holder of such copyright.

Memos and "fact sheets" regarding upcoming events will be made available internally to assist with answering questions by phone or, when necessary, online regarding official city business. City of Charlestown affiliates or employees are to consult the Department of Communications before discussing City of Charlestown related matters via social networking sites when questions or inquiries extend beyond the scope of information provided. Inquiries or questions from the public on any of the City of Charlestown's digital or social media platforms should not be responded to by City employees or affiliates from their personal accounts and will be addressed by the Communications Office team. Any department enacting new policy changes, programs or events is asked to share a memo with pertinent details that may be useful to other departments, and to the Communications team in responding to inquiries online.

Exceptions: City employees using social media in an authorized investigative or covert capacity - for a purpose other than output for public relations or community engagement (such as law enforcement) – shall not be limited by this policy, and

shall be governed by internal department or division policy for that investigative or covert effort.

This Resolution is hereby ADOPTED by the City of Charlestown, Indiana Board of Public Works this _____ day of September, 2020.

	In Favor	Opposed	Abstained
_____ Hon. Treva Hodges, Mayor	_____	_____	_____

_____ Jim Adams	In Favor	Opposed	Abstained
	_____	_____	_____

_____ David Reed	In Favor	Opposed	Abstained
	_____	_____	_____

	In Favor	Opposed	Abstained
	_____	_____	_____

ATTEST:

Date

Donna Coomer
City Clerk-Treasurer