

**CITY OF MINNEAPOLIS
SOCIAL MEDIA POLICY PROCEDURES**

Governing Policy: [City of Minneapolis Social Media Policy](#)

Applies To: Covered Persons, for purposes of the Social Media Policy and these procedures, is defined as persons who performs services for the City of Minneapolis, with or without compensation, including:

- All full-time and part-time staff;
- Mayor's office staff;
- City Council staff;
- Elected Officials;
- Members of City boards and commissions;
- Classified Employees;
- Temporary Employees;
- Appointed Employees;
- Volunteers;
- Contractors and consultants working on City-Supported Social Media Sites;
- Interns; and
- Others working on behalf of the City on City-Supported Social Media Sites.

Synopsis: The City of Minneapolis wishes to represent itself appropriately and consistently online and supports the use of City-Supported Social Media Sites to further the goals of the City. The City of Minneapolis Communications Department determines, under the Social Media Policy and these procedures, how the City's web-based social media resources will be designed, implemented and managed. City-Supported Social Media Sites may be managed, modified or removed by the City's Communications Department at any time and without notice. The purpose of these procedures is to communicate the requirements regarding the use of Social Media Sites and increase awareness of acceptable conduct of Covered Persons when interacting on City-Supported Social Media Sites.

Supersedes:

- Resolution 2006R-298, which authorized Elected Officials to Create and Maintain City-Supported Blogs.
- City of Minneapolis Social Media Policy, which was approved by City Council August 19, 2011.

Department Approval of Procedures: Procedures are effective January 1, 2020

Administering Departments: Communications Department

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**CITY OF MINNEAPOLIS
SOCIAL MEDIA PROCEDURES - ROLES AND RESPONSIBILITIES**

Covered Persons play important roles to ensure compliance with the Social Media Policy. Covered Persons must perform the responsibilities as outlined below and in accordance with the procedures developed for this policy.

Role	Responsibility
Communications Department	<ol style="list-style-type: none"> 1. Developing and implementing procedures for the implementation of this policy. 2. Reviewing all requests for new City-Supported Social Media Sites. 3. Overseeing the review, approval, creation, development and management of existing and proposed City-Supported Social Media Sites. 4. Developing and providing, in collaboration with the Human Resources Department, enterprise social media training and education. 5. Ensuring compliance with this policy and its procedures. 6. Working with the City Clerk's Office to ensure compliance with records retention laws. 7. Ensuring compliance with social media terms of service, community guidelines and other rules. 8. Working with Covered Persons and the City Clerk's Office to create and implement City-Supported Social Media Sites.
Covered Persons	<ol style="list-style-type: none"> 1. Following this policy and its procedures when participating on both City-Supported Social Media Sites and other Social Media Sites.
Information Technology Department	<ol style="list-style-type: none"> 1. Advising the Communications Department on technology and security best practices as it relates to City-Supported Social Media Sites. 2. Referring those requesting creation of City-Supported Social Media Sites to the Communications Department. 3. Developing and providing, in collaboration with the Human Resources Department and the Communications Department, social media security training.
City Attorney's Office	<ol style="list-style-type: none"> 1. Advising the Communications Department of statutes, regulations and case law requiring modification to the policy or procedures. 2. Assisting with legal interpretation of the policy language. 3. Assisting in determining when there may be a violation of the policy. 4. Alerting appropriate personnel when records need to be preserved for litigation.

Human Resources Department	<ol style="list-style-type: none"> 1. Assisting the Communications Department and Information Technology in development of social media training for Covered Persons. 2. Assisting departments in determining when there may be a violation of the policy and advising departments on appropriate discipline.
Departments	<ol style="list-style-type: none"> 1. Forwarding requests to the Communications Department to maintain and create a City-Supported Social Media Site. 2. Managing and monitoring its City-Supported Social Media Sites. 3. Investigating, or cooperating with the Human Resources Department in investigating, the conduct of Covered Persons. 4. Taking appropriate action on violations or complaints related to this policy and its procedures.
City Clerk's Office	<ol style="list-style-type: none"> 1. Assisting with issues related to retention and destruction of data. 2. Assisting with issues related to the Open Meeting law. 3. Assisting with requests for Social Media Site data. 4. Assisting the Communications Department, as needed, when City-Supported Social Media Sites are created and implemented.

CITY OF MINNEAPOLIS SOCIAL MEDIA PROCEDURES

1.0 PURPOSE AND SCOPE

1.1 Overview

The City of Minneapolis Communications Department determines, under the Social Media Policy and these procedures, how the City's web-based social media resources will be designed, implemented and managed. City-Supported Social Media Sites may be managed, modified or removed by the City's Communications Department at any time and without notice.

1.2 Policy Statement

The City of Minneapolis supports the use of social media to advance the goals of the City and its boards and commissions. To ensure the City represents itself, and its boards and commissions, appropriately and consistently online, the Communications Department is charged with overseeing the design, implementation, and management of City-Supported Social Media Sites and overseeing the use of other Social Media Sites by Covered Persons.

1.3 Purpose of Procedures

The purpose of these procedures is to communicate the requirements regarding the use of Social Media sites and increase awareness of acceptable conduct of Covered Persons, and the public, when interacting on City-Supported Social Media Sites and other Social Media Sites.

1.4 Scope

The Social Media Policy and these procedures apply to Covered Persons, as defined in the Social Media Policy and these Procedures. The Social Media Policy and these procedures cover Covered Persons' conduct on and use of Social Media Sites, including new or existing City-Supported Social Media Sites for the length of their work for or service to the City of Minneapolis. The Social Media Policy and these procedures are effective January 1, 2020.

All other City policies, City Charter provisions, City ordinances, state and federal laws, and United States and Minnesota Constitutions, apply to social media, even if not specifically mentioned in this policy and the implementing procedures. For example, Covered Persons shall bear in mind the requirements of City policies, including Civil Service Rule 11, which covers substandard performance and misconduct, the City's Ethics Ordinance, and the Anti-Discrimination, Harassment and Retaliation policy.

2.0 VIOLATIONS OF POLICY BY COVERED PERSONS

Violations of the Social Media Policy and these procedures are considered misconduct and may result in discipline up to and including termination. In addition, the City may sue to enjoin compliance with the Social Media Policy and these procedures or for damages.

Violations of the Social Media Policy and these procedures by Elected Officials and Boards and Commissions will be referred to the Ethics Officer and/or the Ethics Board.

3.0 DEFINITIONS

Blog: A website where an author posts Content about a specific topic, usually targeted to a specific audience. Content is sometimes factual and opinion-based. A blog, if commenting is enabled, allows members of the public (called “blog commentator”) to post their comments about posts by the blog author.

City: The City of Minneapolis, or its boards, or its commissions, as applicable to the context.

City Business: Any matter over which a Covered Person has any authority, administrative duties, or advisory duties.

City Clerk: The City Clerk or designee, who is responsible for ensuring that all City records created or maintained by the City are retained according to the Minnesota public records laws and are properly preserved or disposed of, including the Content on City-Supported Social Media Sites.

City-Supported Social Media Sites: Social Media Sites used to communicate messages and interact with users as the City or on behalf of City programs, projects, departments, initiatives, officials and others, or on behalf of a City board or commission.

Content: Any posts, writings, material, documents, photographs, graphics, videos, links, or other information that is created, posted, distributed, or transmitted via Social Media.

Doxing: Publicly publishing identifiable information (such as name, addresses, phone number, and contact information), on City-Supported Social Media Sites, through City e-mail, or when using City equipment, about an individual or organization, without their consent, as a form of punishment, revenge, harassment, tormenting, or victimization; or with malicious intent; or as an attempt to quell first amendment free speech rights.

Doxing may also include publishing identifiable information (such as name, addresses, phone number, and contact information) on a Personal Social Media Site, a Social Media Site that is not a City-Supported Social Media Site, through non-City e-mail, through non-City equipment, or through any other electronic means, about an individual or organization, without their consent, as a form of punishment, revenge, harassment, tormenting, or victimization; or with malicious intent; or as an attempt to quell first amendment free speech rights, if the identifiable information relates to City residents, customers, and other persons or entities associated with or doing business with the City.

If the Covered Person is publishing the identifiable information as a citizen to address matters of public concern, the City must weigh that reason with the interest of the City in promoting the efficiency of City services to determine whether the doxing is subject to discipline.

Elected Official: Minneapolis City Council Members and the Mayor of Minneapolis.

Covered Persons: For purposes of the Social Media Policy and these procedures, persons who perform services for the City of Minneapolis, with or without compensation, including:

- All full-time and part-time staff;
- Mayor's office staff;
- City Council staff;
- Elected Officials;
- Members of City boards and commissions;
- Classified Employees;
- Temporary Employees;
- Appointed Employees;
- Volunteers;
- Contractors and consultants working on City-Supported Social Media Sites;
- Interns; and
- Others working on behalf of the City on City-Supported Social Media Sites.

Enterprise City-Supported Social Media Sites: City-Supported Social Media Sites that are created and maintained by the Social Media Officer that have Enterprise content.

Non-City-Supported Social Media Sites: Social Media Sites that are not created or maintained by the Social Media Officer, or a department, division, board or commission.

Non-Enterprise City-Supported Social Media Sites: City-Supported Social Media Sites that are maintained by a department, division, board or commission and have Content that relate to that department, division, board or commission or a specific topic.

Personal Social Media Sites: A presence on a Social Media site that is used solely for a Covered Person's personal use.

Social Media: Internet and mobile-based applications, websites and functions, other than email, with a focus on immediacy, interactivity, user participation, and information sharing. These venues include social networking sites, forums, blogs, vlogs, microblogs, online chat sites, and video/photo posting sites or any other such similar output or format. Examples include Facebook, Instagram, Twitter, YouTube, Nextdoor, Snapchat, Vimeo and emerging new web-based platforms generally regarded as social media or having many of the same functions as those listed.

Social Media Contract: An agreement with Social Media Sites for creating and/or maintaining a Social Media Site. These Agreements are commonly called a service/user agreement, terms of service, community guidelines/standards, etc.

Social Media Officer: The Communications Director, or their designee, who will monitor, manage, supervise or control the City-Supported Social Media Sites and implementation of the City's Social Media Policy as provided in these procedures.

Social Media Site: An internet site or application where users create and share content and participate in online communities and conversations, in the form of a page, profile, account, group or other presence. These include, but are not limited to, blogs, forums, chat sites, Facebook, Twitter, Instagram, Nextdoor, LinkedIn, Reddit, and YouTube. This policy includes emerging new web-based platforms generally regarded as social media or having many of the same functions as those listed.

4.0 COVERED PERSON OBLIGATIONS AND RESTRICTIONS IN PERSONAL USE OF PERSONAL SOCIAL MEDIA SITES AND OTHER SOCIAL MEDIA SITES

4.1 Preamble

The City recognizes that many Covered Persons use Social Media Sites, such as Facebook, in their personal lives. Therefore, these procedures provide guidelines for Covered Persons when they communicate on Social Media Sites as an individual. These guidelines are not provided to stifle Covered Person rights of free speech; the City has compelling governmental interests in providing these guidelines. The guidelines are provided to ensure that when Covered Persons are speaking as individuals, Covered Persons: (1) clearly communicate their status in doing so; (2) do not violate laws and rules of employment designed to protect and maintain the stability and integrity of the workplace; (3) protect City government data that is not public; (4) do not violate rules of ethics; and (5) do not violate open meeting law requirements.

4.2 Occasional Personal Use of Social Media

Personal use of Social Media Sites is the day-to-day use of Social Media Sites by Covered Persons that is not related to official duties. Consistent with the City's Electronic Communications Policy, Covered Persons must restrict personal use of Social Media Sites during work hours to occasional activities that do not interfere with the ability to conduct City Business.

4.3 City email account or password for City Business

Covered Persons must not use their City email account or password in conjunction with a Personal Social Media Site or other Social Media Sites that are not City-Supported Social Media Sites.

4.4 Use of City Data that is Not Public

Covered Persons must not make intentional, careless, or unintentional disclosures of City data that is not public. Unauthorized disclosures can include, but are not limited to, the unauthorized dissemination of private, confidential, proprietary or privileged information.

Photos of Employees on City-Supported Social Media Sites are usually considered private data under the Minnesota Government Data Practices Act. When taking or obtaining photos for placement into the City's photo library or on a City-Supported Social Media Site, photos of City Employees must have appropriate Tennessee Warnings and appropriate photo releases. Please contact the Social Media Officer for assistance on this issue.

4.5 Covered Persons not to Engage in Doxing

Covered Persons must not engage in doxing.

4.6 Personal Use of Social Media

The City respects Covered Persons' rights to post to and maintain Personal Social Media Sites, and to use and enjoy Personal Social Media Sites, on their own personal devices occasionally during work hours, if the use does not interfere with the Covered Persons' ability to conduct City business, and during non-work hours.

The following guidelines apply to personal communications using various forms of Personal Social Media Sites:

1. Covered Persons are responsible for their conduct and the Content they post on Personal Social Media Sites.
2. Covered Persons must not use Personal Social Media Sites to originate Content as an official form of communication, to speak on behalf of the City, to indicate they are representing the interests of the City, or in a way that could be perceived as official City communication. Always consider how something may be interpreted or understood before posting.
3. Covered Persons should understand the transferability of social media Content and that they have no expectation of privacy on Social Media Sites, regardless of their privacy settings. Private communications posted on the internet can easily become public.

Covered Persons should also remember that conduct on Personal Social Media Sites could be obtained and used in criminal trials, civil proceedings, in department investigations, and to assess bias that would erode public trust in the City of Minneapolis.

4. The City expects Covered Persons to be truthful, courteous, and respectful toward supervisors, co-workers, City residents, customers, and other persons or entities associated with or doing business with the City. When a Covered Person can be identified as someone who does work for the City of Minneapolis, they must not engage in name-calling or personal attacks or other such demeaning behavior if the conduct would adversely affect their duties or workplace for the City. This Section and its

limitations apply when the action of the Covered Person adversely affects their work, job duties or ability to function in their position or creates a hostile work environment.

5. Covered Persons must not use a City brand, logo, or other City identifiers, such as a uniform, on their Personal Social Media Sites, nor post information that purports to be the position of the City without prior authorization.
6. The City website URL must not be used in the biography portion of Personal Social Media Sites, or where it could be perceived as a City-Supported Social Media Site.
7. If a Covered Person chooses to identify themselves as someone who does work on behalf of the City of Minneapolis on a Personal Social Media Site or on a Social Media Site that is not a City-Supported Social Media Site, and posts a personal opinion on a matter related to City business, a disclaimer that is similar to the following must be used:
“These are my own opinions and do not represent those of the City of Minneapolis.”

If a Covered Person chooses to identify themselves as a member of a City board or commission on a Personal Social Media Site or on a Social Media Site that is not a City-Supported Social Media Site, and posts a personal opinion on a matter related to board or commission business, as applicable, a disclaimer that is specific to the name of the board or commission must be used. For example, for a member of the Board of Estimate and Taxation, a disclaimer similar to the following must be used:
“These are my own opinions and do not represent those of the Board of Estimate and Taxation.”

8. The City requires Covered Persons to act in a prudent manner with regard to Social Media Site postings that reference the City, its personnel, its operation or its property. In publicly accessible places like Social Media Sites, do not discuss any City or department information that is not already considered public
9. There may be times when personal use of Social Media Sites that are not City-Supported Social Media Sites (even if it is off-duty or using their own equipment) may affect or impact the workplace and become the basis for coaching or discipline. Examples of situations where this might occur include, but are not limited to:
 - a. Cyber-bullying, stalking or harassment.
 - b. Participating in offensive, hateful conduct.

- c. When conduct on Personal Social Media could be perceived as a conflict with the City's mission, values, or degrades public trust in the City or its department.
- d. Release of City data that is not public.
- e. Unlawful activities.
- f. Inappropriate use of the City's name, logo, website URL, or a Covered Persons' position or title.
- g. Using City-owned equipment or City-time for more than occasional personal use on Social Media Sites that are not City-Supported Social Media Sites, which interferes with the one's ability to do their job.
- h. Violation of law, whether federal, state, or local, or violation of a City policy.

Each situation will be evaluated on a case-by-case basis because the laws in this area are evolving.

5.0 ENTERPRISE CITY-SUPPORTED SOCIAL MEDIA SITES AND NON-ENTERPRISE CITY-SUPPORTED SOCIAL MEDIA SITES

5.1 Enterprise City-Supported Social Media Sites

The Social Media Officer may establish Enterprise City-Supported Social Media Sites. Covered Persons are encouraged to contribute Content and ideas to this site by contacting the Social Media Officer.

5.2 Creation of Non-Enterprise City-Supported Social Media Sites

A department, division, board, or commission may request development of its own City-Supported Social Media Site specific to its needs. Such Non-Enterprise City-Supported Social Media Sites should be focused and limited in scope and topic. They should complement rather than duplicate already existing City-Supported Social Media Sites. The Social Media Officer must review and approve or deny each request for maintaining existing or developing new City-Supported Social Media Sites, as follows:

1. The department, division, board, or commission shall submit a Social Media Action Plan, in the form as provided in Appendix A, to the Social Media Officer. The form request shall help the Social Media Officer determine, at a minimum:
 - a. How or in what respect there is a clear benefit of specific stakeholder outreach that is not already met by other City-Supported Social Media Sites; and
 - b. The identification of target audience(s), measurable goals and objectives, and alignment with City, department, commission, and board goals; and
 - c. Long-term sustained ability of the Covered Person(s) to create high-quality Content, and manage the day-to-day engagement as outlined in these procedures; and

- d. How the department, board, or commission has developed an effective strategy to maintain the City-Supported Social Media Site, including who is able to access and post, removal of inappropriate Content, ability to provide data for data requests, retention, and destruction of data.
2. The Social Media Officer is the final decision-making authority for the approval or denial of any request for new or existing City-Supported Social Media Sites. The Social Media Officer will be the coordinating authority for review, monitoring, and enforcement of any approved City-Supported Social Media Sites.

5.3 Postings, Notifications, and Public Hearings

City-Supported Social Media Sites shall not serve as a replacement for postings, notifications, and public hearings as required by law or City policy or procedures.

5.4 Compliance with Procedures

City-Supported Social Media Sites must be maintained in compliance with the Social Media Policy and these procedures.

6.0 ADMINISTRATIVE ROLES AND RESPONSIBILITIES

6.1 Social Media Officer

The Social Media Officer is responsible for developing and administering the City's presence on City-Supported Social Media Sites. The Social Media Officer shall review, monitor and enforce all approved City-Supported Social Media Sites. The Social Media Officer shall be the final decision-making authority for the approval or denial of any City-Supported Social Media Sites and the use of such sites by the City. By approving City-Supported Social Media Sites, the Social Media Officer authorizes a Social Media Contract with the Social Media Site.

However, the Minneapolis Police Department (MPD) may create and maintain City-Supported Social Media Sites for investigative purposes without having to obtain approval from the Social Media Officer. Under those circumstances: (1) the MPD is authorized to enter into a Social Media Contract with the Social Media Site; (2) the MPD must receive and maintain a list of usernames and passwords for all City-Supported Social Media Sites with unique usernames and passwords or otherwise be responsible for the usernames and passwords for the sites; (3) the MPD must ensure appropriate records access for data requests, subpoenas, and court orders; (4) the MPD must ensure records retention of the data on the sites; and (5) the MPD must ensure continuity in the sites when there is a change of administrator.

6.2 New Non-Enterprise City-Supported Social Media Sites

A department, division, board, or commission may request development of its own City-Supported Social Media Sites specific to its needs. On a case-by-case basis, the Social Media Officer must review and approve or deny all requests for developing a Non-Enterprise City-Supported Social Media Site, as provided in Section 5.0 ENTERPRISE CITY-SUPPORTED SOCIAL MEDIA SITES AND NON-ENTERPRISE CITY-SUPPORTED SOCIAL MEDIA SITES.

6.3 Existing Non-Enterprise City-Supported Social Media Sites

Departments, divisions, boards, and commissions must review existing Non-Enterprise City-Supported Social Media Sites that have already been established as of the effective date of these procedures to ensure that those sites comply with the Social Media Policy and these procedures. Departments, divisions, boards, and commissions must also submit a Social Media Action Plan for each Non-Enterprise City-Supported Social Media Site within 60 days of the effective date of these procedures. The Social Media Officer must approve or deny the existing Non-Enterprise City-Supported Social Media Site. In the event the request is denied, the City-Supported Social Media Site must be immediately taken down and its use discontinued as provided in Section 12.0 DEACTIVATING A CITY-SUPPORTED SOCIAL MEDIA SITE.

6.4 Non-Enterprise City-Supported Social Media Sites

The department, division, board, or commission shall:

1. Ensure its City-Supported Social Media Sites are regularly maintained and kept current.
2. Review information posted to its City-Supported Social Media Sites to ensure the Content is appropriate, professional, and consistent with the City's policies, the purpose for which the site exists, and the City Terms of Use in Appendix B. Frequent review of sites that provide opportunity for comment or other interaction is essential. The department, division, board, or commission must establish a schedule for the regular review of each of its City-Supported Social Media Sites.
3. Consult with the Social Media Officer before removing Content or blocking individuals from the City-Supported Social Media Site.
4. Communicate regularly with the Social Media Officer and City Clerk to ensure that its City-Supported Social Media Sites comply with any applicable public records laws.
5. Establish a process to ensure that all Covered Persons in the department, division, board, or commission, as applicable, are aware of these procedures.

6. Review the Social Media Action Plan with the Social Media Officer annually to track progress on goals and objectives of each City-Supported Social Media Site.
7. Ensure that all use and contributions to City-Supported Social Media Sites adhere to the standards of conduct and requirements as outlined in these procedures.
8. Develop, if needed, more detailed or restrictive procedures for its Non-Enterprise City-Supported Social Media Sites. These procedures must be developed in coordination with and approved by the Social Media Officer. These more detailed or restrictive procedures cannot contradict the City's Social Media Policy and these procedures.

7.0 STANDARDS AND BEST PRACTICES OF CITY-SUPPORTED SOCIAL MEDIA SITES

7.1 Limited Public Forum

Unless otherwise specifically noted, when the City establishes and maintains a City-Supported Social Media Site it does so to communicate to the public through official City Content. If the City allows the public to provide Content on the City-Supported Social Media Site, the addition of Content is allowed as a limited public forum under the City Terms of Use as set forth in Appendix B.

7.2 Removal of Content of Public

A Covered Person must not remove Content of the public from a City-Supported Social Media Site unless the Covered Person has consulted with the Social Media Officer and the Social Media Officer has approved the removal of the Content. In determining whether Content should be removed from a City-Supported Social Media Site, the Social Media Officer may consider whether the removal is reasonably required under these procedures, including the City Terms of Use in Appendix B, and the law at the time of removal. If Content is removed, documentation must be kept, such as screen shots of the data that was removed and the reason for removal.

7.3 Blocking

A Covered Person must not block an individual from interacting with a City-Supported Social Media Site unless the Covered Person has consulted with the Social Media Officer and the Social Media Officer has approved the blocking. In determining whether an individual will be blocked, the Social Media Officer may consider, among other things, whether blocking is allowed under these procedures, including the City Terms of Use in Appendix B, the law at the time, the nature of the incident on the City-Supported Social Media Site that prompted review, whether blocking would entail viewpoint discrimination, and whether other actions could be attempted to stop or

prevent further violations without blocking an individual. If an individual is blocked, documentation must be kept, such as screen shots of the data that prompted the block and the reason for the block.

7.4 Required Terms of Use

The City Terms of Use must be provided on a City-Supported Social Media Site, to the extent allowed by the technology, even if as a link, as provided in Appendix B.

7.5 Data Retention and Privacy

All social media interaction involving a City-Supported Social Media Site are subject to relevant retention laws, approved retention schedules, and the Minnesota Government Data Practices Act and other privacy laws.

7.6 Archiving Content

The City will archive Content in accordance with retention laws and approved retention schedules. Any Content that is removed may also be considered “government data” and will be archived as required by law. The City Clerk may assist with questions on retention, removal under a retention schedule, and archiving through an appropriate means on an appropriate medium.

7.7 Visual Appearance and Logos

To communicate a clear and consistent association with the City, City-Supported Social Media Sites must comply with the City's graphic standards, which are available on CityTalk under the Communications Department Brand Elements, or from the Social Media Officer. Where appropriate, Social Media pages should include the City's logo and City colors. Any deviation from the City's graphic standards must be determined by the Social Media Officer. Page names should be descriptive of the department/division/board/commission using the site.

7.8 Design

Design elements (logos, background, images) should be appropriate to the subject matter and consistent with the City's design guidelines, which are available on CityTalk under the Communications Department Brand Elements or from the Social Media Officer.

7.9 Identification

All City-Supported Social Media Sites must clearly indicate that the site is maintained by the City or City board or commission.

7.10 Intellectual Property Rights and Confidential Information

Information that is proprietary, copyrighted or any other intellectual property, attorney-client privileged, protected under state or federal privacy laws, and not subject to disclosure under the Minnesota Government Data Practices Act (“not public information”), must not be posted on City-Supported Social Media Sites.

Any questions concerning this standard should be directed to the Social Media Officer.

An owner of copyrighted material or other intellectual property who believes the owner's rights are infringed must promptly notify the Social Media Officer at socialmedia@minneapolismn.gov. The Social Media Officer must take appropriate action upon notification.

7.11 Data Tracking

Most Social Media Sites offer some mechanism for capturing data or tracking user trends and activity. The Social Media Officer and others maintaining Non-Enterprise City-Supported Social Media Sites may use these applications to ensure the most effective use of social media outlets.

7.12 References, Links and Embedded Content

A. Links Allowed

Links placed on City-Supported Social Media Sites by the City must only link to a resource on the City's website of www.minneapolismn.gov, a subdomain of the City website, other City-Supported Social Media Sites, a state, federal or local government site (.gov), an educational web-site (.edu), or an organization with an official partnership or supportive business relationship with a City department or program.

B. Links to City Site

Non-Enterprise City-Supported Social Media Sites should include a relevant link to the City's website of www.minneapolismn.gov or a subdomain of the City website.

C. Links Not City-Endorsed

Any references or links to a specific entity, product, service or organization posted by individuals on City-Supported Social Media Sites must not be considered an endorsement by the City or its Covered Persons.

D. City Not Responsible for External Links or Social Media Sites

The City is not responsible for and does not guarantee the authenticity, accuracy, appropriateness or security of any link, Social Media Site, or its Content.

E. City may Delete Links and Embedded Content

The City reserves the right to and may delete links and embedded Content in accordance with these procedures.

7.13 Security and Privacy Risks

Applications (such as streaming video, music, photos, and subscriptions to RSS feeds) that may be useful to a City-Supported Social Media Site's mission can cause clutter, security risks, and copyright issues. An application should only be used to serve a City purpose and add to the user experience, and only if it comes from a trusted source and has been approved for use by the Social Media Officer. An application may be removed at any time, without notice, if it causes a security breach or contains or is suspected of containing a virus.

Where Social Media Sites are hosted by third parties, they are governed by those parties' privacy policies. Additionally, the City-Supported Social Media Sites are governed by the City's Social Media Policy, these procedures, and privacy laws.

7.14 Hacking and Loss of Account Access

In the event access to a City-Supported Social Media Site is lost, removed or restricted, or a City-Supported Social Media Site is hacked, the Social Media Officer must be notified as soon as possible before taking any additional action.

7.15 Use of Public Email to Set Up Account

Covered Persons responsible for setting up or maintaining City-Supported Social Media Sites must use their City-issued email accounts, where an email is required. This better allows the City to secure and manage accounts.

7.16 No Privacy in Administration of Site

There is no reasonable expectation of privacy associated with the administration of a City-Supported Social Media Site established under these procedures

7.17 Account Ownership Remains with City

Upon Covered Person termination, retirement, or other form of separation from the City, or change in job duties, ownership of City-Supported Social Media Sites remains the City's and the Covered Person must take all necessary steps to protect the City's interest in the City-Supported Social Media Site and transfer ownership as provided in Section 11.0 TRANSFERRING OWNERSHIP, ADMINISTRATIVE RIGHTS AND RESPONSIBILITIES FOR A CITY-SUPPORTED SOCIAL MEDIA SITE.

7.18 Posting by Authorized Covered Persons under Social Media Action Plan

The City-Supported Social Media Sites are to be used for City business only. Postings not related to the City or its programs are not allowed. Only Covered Persons authorized by the Social Media Officer are permitted to post on any City-Supported Social Media Site. Content posted must be consistent with the Social Media Action Plan.

7.19 Covered Persons not to Engage in Doxing

Covered Persons must not engage in Doxing.

7.20 Covered Person Guidelines on Posting and Responding

Covered Persons using City-Supported Social Media Sites, whether as an administrator or as a Covered Person adding Content or responding to a posting, must follow these guidelines:

1. Unless posting or responding as the site administrator, a Covered Person must be clear about their role with regards to the subject and the extent of the Covered Person's authority to speak for the City.
2. A Covered Person must not use Personal Social Media Sites to comment or respond on behalf of the City, to conduct City business, or to circumvent or replace City-Supported Social Media Sites.
3. Write and post about the Covered Person's area of expertise, especially as related to the City and daily assignment(s). When writing about a topic for which a Covered Person is not the City's expert, make this clear to readers, and provide a resource, such as a contact or website URL to get more information.
4. Keep postings factual and accurate. If a mistake is made, admit to it and post a correction as soon as possible.
5. Reply to comments and messages in a timely manner, when a response is appropriate. When disagreeing with others' opinions or providing comments, be sure that the comments are meaningful, respectful and relevant to the topic.
6. Understand that postings are widely accessible, not retractable, and retained or referenced for a long period of time, so consider Content carefully.
7. Ensure comments do not violate the City's privacy, confidentiality and applicable legal guidelines for external communication. Never comment on anything related to legal matters, such as pending litigation, without the specific approval of the Minneapolis City Attorney and Social Media Officer.
8. Refrain from expressing personal opinions or positions regarding policies, programs or practices of other public agencies, political organizations, private companies or non-profit groups. Official City positions can be expressed.

7.21 Privacy Policies of Third-Party Sites

Social Media brand pages are at risk and often the target of hacking and hijacking. Covered Persons with access to City-Supported Social Media must take proper measures to ensure Social Media Site security, including but not limited to: enabling two-factor authentication or multi-factor authentication; not sharing access with those not approved for access; periodically changing passwords, especially after a reported breach or leak of log-in credentials; and not allowing non-Covered Persons access without approval from the Social Media Officer.

Account access is at the discretion of the Social Media Officer and must be detailed in the Social Media Action Plan.

7.22 Social Media Officer to Maintain Usernames and Passwords

The Social Media Officer must maintain access to all City-Supported Social Media Site accounts. The Social Media Officer must receive and maintain a list of usernames and passwords for all City-Supported Social Media Sites with unique usernames and passwords, to ensure records access for data requests, to ensure records retention, to post on them during an emergency, to assist in removing inappropriate posts, and to ensure continuity in the sites when there is a change of administrator. Changes of passwords or other credentials that are used to log into a City-Supported Social Media Site account must be reported to the Social Media Officer within 24 hours of the change.

This Section 7.21 does not apply to Personal Social Media Accounts. This Section 7.21 also does not apply to City-Supported Social Media Sites created or maintained by the Minneapolis Police Department for investigative purposes. (See Section 6.1 for MPD requirements for such sites.)

7.23 Monitoring of City-Supported Social Media Sites

Covered Persons who administer City-Supported Social Media Sites are required to regularly monitor the site to respond to comments and to determine whether the comments or any Content placed on the site by the public is inappropriate under these procedures, including the City Terms of Use in Appendix B.

7.24 City Ownership of Data on City-Supported Social Media Sites

The City retains the rights to all text, photographs, graphics of any kind and other Content found on City-Supported Social Media Sites that was produced by the City. All social media communications or messages composed, sent, or received on City equipment in an official capacity or on other equipment in an official capacity are the property of the City. The City maintains the sole property rights to any image, video or audio captured while a City Covered Person is representing the City in any capacity unless a release of those property rights has been specifically granted in writing to a Covered Person or another by the City.

7.25 Third Party Copyright or other Intellectual Property Interest

Content that violates a legal ownership interest of any party or copyright or other intellectual property should not be posted or submitted in any form without permission of the holder of those rights. Any person redistributing information subject to a third-party copyright or other intellectual property via the City-Supported Social Media Sites must adhere to the terms and conditions of the third-party intellectual property or copyright holder and upon request of the holder of the copyright or owner of other intellectual property, the information may be removed from the site. Please consult with the Social Media Officer if such a request is made. To avoid copyright violations for videos, a

Covered Person should link to or share from the original post and should not embed or upload a video on a City-Supported Social Media Site or on a City web site.

8.0 RECORDS RETENTION, PUBLIC RECORDS, AND OPEN MEETINGS

8.1 Records Retention

The City Clerk must ensure that City-Supported Social Media Sites meet the requirements of law regarding record retention, disposal and retention schedules. Departments, divisions, boards, and commissions maintaining City-Supported Social Media Sites must preserve records as required by law for the required retention period in a format that preserves the integrity of the original record and is easily accessible. Further, the Social Media Officer, or any Covered Person may only destroy, transfer, or otherwise dispose of records in accordance with approved retention schedules and City procedures.

8.2 Public Records

State law governs whether Content in City-Supported Social Media Sites, including a list of subscribers and posted communications, is a public record. A Covered Person who removes or deletes Content from social media may be improperly destroying a public record if such record is not properly archived or destroyed under an approved retention schedule.

The Social Media Officer, or the appropriate department, division, board, or commission of the City maintaining the City-Supported Social Media Site, is responsible for working with the City Clerk in responding completely and accurately under the requirements of State law to any requests for information for Content on a City-Supported Social Media Site.

8.3 Open Meetings and Public Business

The Minnesota Open Meeting law governs whether communications must be discussed in an open meeting or constitutes a meeting. Covered Persons must not use City-Supported Social Media Sites to discuss matters that can only be discussed in an open meeting under the Minnesota Open Meeting law. Minneapolis City Council Members may have additional rights under the Minnesota Open Meeting law, as provided in Section 16.2 of these procedures.

9.0 LIMITATION ON LIABILITY OF CITY

9.1 Accuracy of Posted Information is not Guaranteed

The City strives to post accurate and relevant Content on City-Supported Social Media Sites. However, the City does not guarantee the accuracy of any information posted and assumes no liability for damages resulting from reliance on any inaccuracies.

9.2 Continuity not Guaranteed

The City does not guarantee that City-Supported Social Media Sites will be uninterrupted, permanent or error free.

9.3 City Financial Position

The City-Supported Social Media Sites should not be considered by investors in determining whether to invest or continue to invest in the City's debt offerings; information regarding the City's financial position is posted on the City's site at www.minneapolismn.gov/government/goals/index.htm.

9.4 Limited Public Forum for Topic Discussion

City-Supported Social Media Sites are not intended to operate as traditional open public forums. When the City opens the site for public comment, it does not intend to open the site for all purposes, but to open the site for limited discussion of only those topics addressed by the City on that site.

9.5 Free Speech Rights of the Public

Covered Persons administering City-Supported Social Media Sites must not participate in viewpoint discrimination and limit one's free speech rights as granted by the First Amendment. Content that is not considered covered by the First Amendment is listed in Appendix B of these procedures, under #6 of the Terms of Use.

10.0 NOTICE AND RIGHT TO APPEAL REMOVAL OF CONTENT, BLOCKING, OR APPLICATION OF THESE PROCEDURES TO THE PUBLIC**10.1 Removing Content of the Public or Blocking Notice**

When the City determines it will remove Content of the public, or block someone from the public from posting on or accessing a City-Supported Social Media Site, the Social Media Officer must endeavor to contact the person promptly to notify them of the action. The person may appeal the decision under Section 10.2. Appeal of Decision to Remove Content of the Public or Blocking. When Content is removed because it is a potential security breach or may contain a virus, the notice under this Section 10.1 is not required, but the person responsible for the post may appeal the decision under Section 10.2 Appeal of Decision to Remove Content of the Public or Blocking.

10.2 Appeal of Decision to Remove Content of the Public or Blocking

When Content has been removed, anyone aggrieved, other than a Covered Person acting as a Covered Person, may seek to have the Social Media Officer reconsider the decision to remove Content by providing the Social Media Officer with a written request stating the reason or reasons why the Content should not be removed under the City Terms and Conditions, as set forth in Appendix B. This written request must be sent to the Social Media Officer at the following e-mail address: socialmedia@minneapolismn.gov. The Social Media Officer must render a written decision on the request noting the basis for the decision. That written decision should be rendered within one business

days (excluding official City Holidays) of receipt of the request, if possible, but should be within no longer than ten business days (excluding official City Holidays) of receipt of the request. The decision of the Social Media Officer shall be the final administrative decision of the City.

10.3 Appeal for other than Removing Content or Blocking

When a person, other than a Covered Person acting as a Covered Person, believes these procedures violate their rights in ways other than set out for appealing the removal of Content, or the blocking of a person from posting or accessing, that person may seek to have the Social Media Officer review all or part of the procedures as applicable to that person by providing the Social Media Officer with a written request at socialmedia@minneapolismn.gov stating the reason or reasons why the procedures violate the person's rights. The Social Media Officer should render a written decision on the request within fifteen business days (excluding official City Holidays) and give the basis for the decision. For good cause, the Social Media Officer may extend the time for rendering a decision. The decision of the Social Media Officer shall be the final administrative decision of the City.

10.4 Covered Person Process for Appealing

The rights to appeal under Section 10.0 do not apply to an Covered Person when the Covered Person is acting as a representative of the City. The rights to appeal under Section 10.0 do apply when the Covered Person is acting in the Covered Person's capacity as an individual. An Covered Person who feels aggrieved by any action under these procedures not covered by Section 10.0 should seek review through established grievance procedures or through the Covered Person's chain of command or by reporting the issue to a supervisor or manager.

11.0 TRANSFERRING OWNERSHIP, ADMINISTRATIVE RIGHTS AND RESPONSIBILITIES FOR A CITY-SUPPORTED SOCIAL MEDIA SITE

When the individual who will administer a Non-Enterprise Social Media Site will be or has changed, the following actions shall occur:

1. Notify the Social Media Officer, preferably before the change needs to occur. Include whether the change in ownership is to a different administrator or to an entirely different department, division, board, or commission, as applicable.
2. The new administrator shall be given all administrative rights to the City-Supported Social Media Site.
3. Administrative rights for the departing administrator must be revoked immediately when such administrator separates from service or is transferred to a different role.

4. Any Covered Person who improperly uses administrative rights to a City-Supported Social Media Site while employed may be disciplined up to and including termination. Further, any person who, after having separated from employment, improperly uses administrative rights to a City-Supported Social Media Site may be prosecuted to the fullest extent of the law.

12.0 DEACTIVATING A CITY-SUPPORTED SOCIAL MEDIA SITE

If a decision is made by the Social Media Officer or a Covered Person acting on behalf of a City department, division, board, or commission, to deactivate a City-Supported Social Media Site, the following actions shall occur:

1. Contact the Social Media Officer to assist in preserving all Content of the City-Supported Social Media Site. (See Section 8.1 Records Retention regarding the City Clerk's role and the City's requirements related to preservation of Content.)
2. Set a time-line for deactivating the City-Supported Social Media Site.
3. Develop a "sign-off" message to post on the site that includes when the site will be closed and a "sign-off" message to post during the final days/weeks.
4. Confirm to the Social Media Officer once the site has been deactivated that the site is completely deactivated.
5. Consult with the Social Media Officer to determine whether to protect the site name by keeping it active to prevent use of the City's name for improper purposes. If a decision is made to protect the site name, take all necessary action to do so.

Considerations for deciding whether to deactivate a City-Supported Social Media Site may include, but not be limited to: it is no longer needed to accomplish goals; it does not comply with these procedures; it is not currently being used or is being under-used, with no posts for at least three months; and it is not being monitored.

13.0 USE OF CITY-SUPPORTED SOCIAL MEDIA SITES IN TIMES OF DISASTER OR EMERGENCY

In disaster or emergency situations:

1. The Social Media Officer, or the Communications Department in the role of Public Information Officer on behalf of Minneapolis Office of Emergency Management, or other appropriate person, may assume control of City-Supported Social Media Sites to ensure that communications are managed appropriately and to ensure timely dissemination of information during the disaster or emergency.

2. Non-Enterprise City-Supported Social Media Sites cannot be used for disseminating crisis or emergency communications without review by and consent from the Social Media Officer.
3. If the Social Media Officer has approved and shared City messages on an Enterprise City-Supported Social Media Site, the departments, divisions, boards, and commissions may amplify those City messages on the Non-Enterprise City Supported Social Media Sites.

14.0 COVERED PERSON OBLIGATIONS AND RESTRICTIONS IN OFFICIAL USE OF CITY-SUPPORTED SOCIAL MEDIA SITES

14.1 Duty of Covered Persons Assigned to Maintain City-Supported Social Media Sites

Covered Persons assigned to maintain City-Supported Social Media Sites must comply with these procedures. Non-exempt Covered Persons must not work on City-Supported Social Media Sites during off-duty hours unless specifically pre-approved to do so in writing by the Covered Person's supervisor or appropriate person under applicable work rules or collective bargaining agreements. All such approved time worked outside the Covered Person's normal work schedule must be reported and included in the Covered Person's regular work week. If an Covered Person is in an exempt position, any work in excess of 40 hours will be paid overtime only as required by work rules or collective bargaining agreements, or as required by law or City policy.

14.2 All City policies and State and Federal Laws Apply

All other City policies, City Charter provisions, City ordinances, United States and Minnesota Constitutions, and state and federal laws apply to social media, even if not specifically mentioned in the Social Media Policy or these procedures. As examples:

1. Civil Service Rule 11, which covers substandard performance and misconduct.
2. Electronic Communications Policy, which applies to Social Media:
 - a. Covered Persons shall restrict personal use to occasional activities that do not interfere with the ability to conduct City business.
 - b. Covered Persons shall not use City-Supported Social Media Sites for religious or political purposes including soliciting for charity or support for outside organizations unless sponsored by the City.
 - c. Covered Persons shall not use City-Supported Social Media Sites to advertise products or services or conduct any activity meant to foster personal gain, financial or otherwise, including outside business or commercial activities.

d. Covered Persons shall not violate the Anti-Discrimination, Harassment, and Retaliation Policy through City-Supported Social Media Sites

3. City of Minneapolis Code of Ordinances Chapter 15, Ethics in Government, when on City-Supported Social Media Sites or on Personal Social Media Sites or other Social Media Sites, to the extent applicable. A Covered Person cannot use City-Supported Social Media Sites to engage in campaigning for any political campaign or candidate.

4. The Anti-Discrimination, Harassment, and Retaliation Policy

5. City of Minneapolis Solicitation for Charitable Purposes Policy

14.3 Covered Person Use of City-Supported Social Media Sites Presumed Public

A Covered Person's use of City resources or equipment, including City-Supported Social Media Sites, is not private and Covered Persons should presume there is no expectation of privacy while using the City-Supported Social Media Site.

14.4 Only Post Public Data

Covered Persons shall protect all data that is not public, which includes, among other protections, not posting such data on City-Supported Social Media Sites. The City Clerk can assist with questions on the classification of data.

14.5 Digital Advertising

To comply with goals; Social Media Site terms of services, community guidelines and policies; laws; records retention requirements; procurement procedures; and risk management considerations, Covered Persons must work with the Social Media Officer for any digital advertising needs on a City-Supported Social Media Site.

14.6 Social Media Monetization

Covered Persons must not use any City-Supported Social Media Site to earn revenue or profit through the City-Supported Social Media Site's monetization tools, regardless of its availability. Monetization can take many forms, including pre-video in mid-video advertisements, among others. Monetization does not include the use of City-Supported Social Media Sites to collect payments for City services, such as payments for permits, impound fees, business licensing, utility billing, pet adoption, etc.

14.7 Media Inquiries

Occasionally, members of the media may ask questions or make requests of the City via social media. Those administering a City-Supported Social Media Site should abide by their respective department's, board's, or commission's media

relations policies, if applicable, or work directly with the Communications Department or their own public information officer prior to responding.

15.0 SUPPLEMENTAL PROVISIONS FOR ELECTED OFFICIALS, BOARDS, AND COMMISSIONS

15.1 Ethics

All officials are expected to abide by City of Minneapolis Code of Ordinances Chapter 15, Ethics in Government, when on City-Supported Social Media Sites or on Personal Social Media Sites or other Social Media Sites.

15.2 Separation of Account Purposes

City business must be conducted on City-Supported Social Media Sites and not on Personal Social Media Sites or other Social Media Sites, such as campaign or election-related Social Media Sites.

15.3 No Links to Personal Social Media Sites

City-Supported Social Media Sites must not include hyperlinks to Personal Social Media Sites.

15.4 Account Continuity

City-Supported Social Media Sites are to remain with the City, and not the person in the elected or appointed position. Communication within the City-Supported Social Media Sites is City data. The Social Media Officer must retain access to these accounts for continuity. The Social Media Officer will not be responsible for Content creation or day-to-day management.

15.5 Naming Convention for Council Members and Mayor

Accounts will have uniform naming conventions and URLs. The page, profile or account name may include the current Elected Official's name; however, the page's username (in the URL on Facebook) or the handle must remain office-specific. The usernames and handles should be consistent across Social Media platforms.

15.6 Naming Convention for Boards and Commissions

The Social Media Officer will determine the uniform naming conventions for boards and commissions.

15.7 City Data and Archiving

All communications and engagement conducted on City-Supported Social Media Sites for Elected Officials, board, and commissions is considered City government data. This data must be archived and managed in accordance with the Minnesota Government Data Practices Act, retention laws, and approved retention schedules. Posts and comments, regardless of who created them, will be archived. Officials may not retain official accounts or access to any official

accounts in a personal capacity after departing the City because accounts are City data.

15.8 Account Transition

When an Elected Official leaves office, the City-Supported Social Media Account will transfer to the new office-holder. The accounts will be updated to reflect the new Elected Official, and all content from the previous Elected Official will be removed after it has been archived.

15.9 Political activity

All Officials, as defined by Minneapolis Code of Ordinances, Section 15.110, must abide by Section 15.110, Political Activity. Officials are prohibited from using City-Supported Social Media Sites to engage in any political activities, such as to campaign for re-election or to endorse any candidates for any office, or influence or compel any person to apply for membership in or become a member of any political organization, or to pay or promise to pay a political contribution. Officials may use their Personal Social Media Sites or other Social Media Sites for this type of activity. Officials must not use City-Supported Social Media Sites to engage in any activity or conduct that violates federal, state or local law, or circumvents election or campaign requirements.

15.9 Content

Content posted to the City-Supported Social Media Site of an Elected Official, board or commission must: be in compliance with all local, state and federal laws, and these procedures; be relevant to the respective office, position, board or commission; not include personal, political or campaign information; not include grassroots lobbying or solicit support for a position; not generate, circulate, solicit or encourage signing petitions; and not include any advertisement, endorsement or solicitation for any private individual, firm, business, organization, or imply that the City endorses or favors any specific product, commodity or service, unless the business, organization or individual has an official partnership with the City. Removing of Content should follow the procedures provided in Section 7.0 STANDARDS AND BEST PRACTICES OF CITY-SUPPORTED SOCIAL MEDIA SITES.

15.10 Privacy of Individuals

Privacy of individuals should be considered a high priority. Elected Officials, boards, and commissions should consider whether an individual's (or even an organization's) name, addresses, phone numbers, and email addresses, and their other contact information, when the individual or organization posts Content on City-Supported Social Media Sites, should be shared on City-Supported Social Media Sites or elsewhere. Elected Officials may make correspondence between individuals and the Elected Officials public under Minnesota Statutes, Section 13.601, as long as the Elected Official's making the correspondence public is not a form of Doxing.

16.0 ADDITIONAL PROVISIONS RELATED TO ELECTED OFFICIALS

16.1 Avoiding Prejudgment Bias and Ex-Parte Contacts in Quasi-Judicial Proceedings

An Elected Official shall not post on a City-Supported Social Media Site, or on their Personal Social Media Site or any other Social Media Site, their own comments that could be construed as advocating for a position on an action that will be taken by the City Council in a quasi-judicial proceeding. An example of a quasi-judicial proceeding would be a City Council determination on whether to revoke a business license.

If a City-Supported Social Media Site or an Elected Official's Personal Social Media Site contains comments, which are not those of the Elected Official, that relate to any action that will be taken by the City Council in a quasi-judicial setting, the comments should be forwarded to the City Clerk's Office prior to the hearing for appropriate inclusion in the council record, based on whether public comment is accepted for the particular type of quasi-judicial determination at issue. When there is not sufficient time prior to the hearing to forward the comments, the Elected Official can disclose the information on the record at the time of the hearing.

16.2 Open Meetings and Public Business

The Minnesota Open Meeting law governs whether communications must be discussed in an open meeting or constitutes a meeting. Elected Official must not use City-Supported Social Media Sites to discuss matters that can only be discussed in an open meeting under the Minnesota Open Meeting law.

Pursuant to Minnesota Statutes, Section 13D.065, the use of Social Media by City Council Members does not violate Chapter 13D (Open Meeting Law) of the Minnesota Statutes so long as the Social Media use is limited to exchanges with all members of the general public. For purposes of Section 13D.065, e-mail is not considered a type of social media.

17.0 PROCEDURE REVISIONS

These Social Media Policy Procedures are managed by the City's Communications Department as outlined in the Social Media Policy. They may be created and amended by the Social Media Officer.

18.0 SEVERABILITY AND SAVINGS

If any part or provision of these procedures or the application to any person or circumstance is held invalid or unconstitutional, such declaration shall not affect the other parts or provisions or application of these procedures that can be given effect without the invalid or unconstitutional part or provision or application and are therefore deemed severable.

EFFECTIVE DATE. These procedures shall become effective on January 1, 2020.



APPENDIX A

Social Media Action Plan

Department, Board, Commission			
Name		Extension	
Email			
Date submitted		Desired Launch Date	

OVERVIEW

Provide an overview of the project and explain why the social media pages you are requesting are a good fit for this work and why existing social media sites are not a good fit for this work.
Text here.

STRATEGY

Departments, Boards, and Commissions should have a full communications plan for campaigns that includes social media and aligns with the City of Minneapolis’, board’s, or commission’s goals and vision. This Social Media Action Plan (SMAP) is designed to be a conversation starter and can help teams identify goals, target audiences, success metrics and more related to social media engagement.

GOALS

What do you want to be able to achieve?
Text here.

TACTICS

What specific actions will help you achieve your goals?
Text here.

TARGET AUDIENCE

Who will you be talking to? How does social media help you do that?
Text here.

SUCCESS METRICS

What does success look like? What will you measure to gauge your performance?
Text here.

PROCESS AND MANAGEMENT

City of Minneapolis departments, boards, and commissions should choose the right social media pages that complement existing communications strategies and reach key audiences online

PROMOTION

How will you get the word out? How will you promote the social media page and integrate it into

your communications plan?

Text here.

PUBLISHING

Who is authorized to use this page? How much time should they spend on it?

Text here.

INFLUENCERS

How will you, and with what partner organizations or stakeholders, including existing City accounts, will you interact with online?

Text here.

CORE VALUES

How does your page or account complement the City's core values (equity, safety, health, vitality, connectedness, and growth), or the goals/charges of the board or commission?

Text here.

RECORDS RETENTION

How will you ensure records retention?

Text here.

CONTENT

Explain the content you will share, and your ability to support regular content creation long-term.

Note, you may be asked to provide content every 30 days for three to six months prior to a decision.

Text here

Once complete, send this form to the Social Media Officer for review and next steps.

APPENDIX B

CITY TERMS OF USE

Requests for emergency services should be directed to 9-1-1 and not through this site.

To better serve the public, the City of Minneapolis and its boards and commissions (“City”) uses engagement tools and websites, including social media channels, to provide the public with information. Content placed on this site by the City is government speech.

Comments, posts, replies and messages, if allowed on this site, are public and are subject to disclosure pursuant to the Minnesota Government Data Practices Act. The City may reproduce any pictures or videos posted to this site in any of its publications or websites. All content will be kept in accordance with the City’s retention policies. Please be aware that anything you post may survive deletion whether by you or others.

The purpose of this site is to discuss matters of public interest in and to the City as identified and raised by the City for discussion. If posts are allowed on this site, you must address your comments to the specific topic(s) raised by the City. Users who submit content to this site agree they have read, understand and agree to the following terms and conditions:

Terms of Use

1. I am submitting content voluntarily and on my own behalf.
2. The content I post reflects my own original thoughts or work.
3. I understand that the City has the right to re-post or share any content, photos or videos that I submit on this site.
4. I understand that any content I provide may be considered a “public record” under state law.
5. I understand and agree that unless specifically identified as a resource for receiving requests for information under the state public information laws, this Site is not a proper vehicle for making data requests under state law and any such requests must be made in writing under City procedures as outlined on its website www.minneapolismn.gov.
6. I understand and agree that my comments are subject to removal and archiving from this site and I understand that others’ comments are subject to removal and archiving if my or their comments contain:
 - Comments not on the topic raised for discussion by the City

- Obscene, indecent, or profane language, or pornographic images
 - Threats
 - Hate speech that is directed at a protected class, including race, color, creed, religion, ancestry, national origin, sex, sexual orientation, gender identity, disability, or age
 - The solicitation, promotion or endorsement of specific commercial services, products or entities
 - Links to any site or content posted by automatic software programs (i.e., “bots”), or spam
 - The promotion or encouragement of illegal activity
 - Personally identifiable information or sensitive personal information
 - The promotion or endorsement of a political campaign or candidate
 - Soliciting for fundraising or donations for a charity or outside organization, except a City Covered Person may solicit as allowed under the City’s Solicitation for Charitable Purposes Policy.
 - Information that compromises the public safety or security of the public or security systems
 - Information that directly interferes or compromises ongoing investigations, public safety tactics, or the safety of public safety officers
 - Not public City data that may have been obtained through a breach of the City’s data
 - Content that appears to violate the intellectual property of the City or a third party
7. I understand that the views and comments expressed on this site only reflect those of the comment’s author, and do not necessarily reflect the official views of the City.
8. Individual complaints, concerns, or service requests may not be addressed via this site unless the City specifically identifies this site for that purpose.
9. I understand that to protect my privacy and the privacy of others, I should not include sensitive personally identifiable information, such as social security numbers. I understand this site should not be considered secure.
10. I understand that if I have specific questions regarding a City activity or program that involves details I do not wish to share publicly, I should consult with the proper contact person for that City activity or program.

11. I understand that posts to this site may be removed under the City's Social Media Policy and its implementing procedures, and these posts may be retained as government data.
12. I understand that the City reserves the right to discontinue this site at any time.
13. I understand that practical and legal considerations may sometimes constrain, prevent, or prohibit discussion by the City on this site of certain topics, including, but not limited to, litigation and pending investigations.
14. I understand that following or "friending" persons or organizations is not an endorsement by the City and is only intended as a means of communication.
15. I understand that any references or links to a specific entity, product, service or organization posted by individuals on this site should not be considered an endorsement by the City.
16. I understand that the City does not endorse any product, service, company or organization whose advertising may appear on this site, besides advertising sponsored by the City of Minneapolis.
17. I understand that the City does not review, sponsor, or endorse any other website(s) linked to this site. I understand that the views and opinions of authors expressed on those websites do not necessarily state or reflect the opinion of the City and may not be quoted or reproduced to state or imply any endorsement or approval of any product, person, or service by the City or its Covered Persons or agents.
18. I understand that the City is not responsible for and does not guarantee the authenticity, accuracy, appropriateness or security of any link, external website or its content.
19. I understand that the City of Minneapolis may block me from posting or accessing this site, or may remove my content from this site, if I violate these Terms and Conditions and that I have appeal rights to that blocking or content removal under the City's Social Media Policy and its implementing procedures.

20. **Waiver of Liability.**

By accessing this site, posting, or commenting, I acknowledge having been advised of the foregoing.

Because various laws exist that create liability for various actions, including but without limitation defamation, invasion of privacy, false light, breach of contract, procurement violations, violations of due process among many potential areas of exposure for which the City accepts no responsibility based on the actions of others or for hosting this site, I, for myself, successors and assigns, release and hold harmless and agree to indemnify the City, including its Covered Persons, elected officials, and agents from any and all actions, claims, liabilities and damages of whatever kind and nature arising out of or in connection with my use of this site.