



Luke A. Bronin
Mayor

POLICY NO: 012
DATE: February 1, 2018
DISTRIBUTION: Affected Personnel
SUBJECT: Social Media (City Hosted Sites)

I. PURPOSE:

The purpose of this memorandum is to establish the City's policy regarding use of social media sites (including but not limited to Facebook™ and Twitter™) as a means of conveying City of Hartford information to its citizens.

The intended purpose behind establishing City of Hartford social media sites is to disseminate information from and about the City to its citizens. The City of Hartford has an overriding interest and expectation in deciding what is "spoken" on behalf of the City on City social media sites. Any information disseminated on City social media sites is public information.

For purposes of this policy, "social media" is understood to be content created by individuals using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media include but are not necessarily limited to, Facebook™, blogs, MySpace™, RSS™, YouTube™, Second Life™, Twitter™, LinkedIn™, Delicious™, and Flickr™. For purposes of this policy, "comments" include information, articles, pictures, videos or any other form of communicative content posted on a City of Hartford social media site.

II. RESPONSIBILITY:

It shall be the responsibility of all City personnel to comply with these provisions.

III. IT IS THE POLICY OF THE CITY OF HARTFORD:

- i. The establishment and use by any City department or City boards or commissions of City social media sites are subject to approval by the Office of Mayor. All City of Hartford social media sites shall be administered by City of Hartford Metro Hartford Innovation Services (MHIS) staff. Use of

social media sites by City of Hartford boards and commissions, officers, officials and employees must also be in compliance with the City of Hartford policy.

- ii. City social media sites should make clear that they are maintained by the City of Hartford and that they follow the City's Social Media policy.
- iii. Wherever possible, City social media sites shall link back to the official City of Hartford website for forms, documents, online services and other information necessary to conduct business with the City of Hartford.
- iv. The Chief of Staff or his/her designee will monitor content on City social media sites to ensure adherence to both the City's Social Media policy and the interest and goals of the City of Hartford.
- v. The City reserves the right to restrict or remove any content that is deemed in violation of this Social Media policy or any applicable law. Any content removed based on these guidelines must be retained by the Chief Information Officer or his/her designee for a reasonable period of time in compliance with the State of Connecticut Records Retention Schedule and any other applicable laws, including the time, date and identity of the poster, when available.
- vi. These guidelines must be displayed to users or made available by hyperlink.
- vii. The City of Hartford's website at <http://www.hartford.gov> will remain the City's primary and predominant internet presence.
- viii. All City social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
- ix. City social media sites are subject to the Connecticut Freedom of Information Act. Any content maintained in a social media format that is related to City business (including but not limited to a list of subscribers, posted communication, and communication submitted for posting) may be a public record subject to public disclosure.
- x. A public record may not be destroyed if any litigation, litigation hold notice, administrative review, or other action involving the communication is initiated before the record has been disposed of (even if its retention period has expired). The public record must be retained until the completion of the action and the resolution of all issues that arise from the action. In the event a litigation hold notice or order related to social media networking exists or is anticipated, then such notice or order shall supersede the minimum retention period as listed on the Connecticut State Library's State Agencies' Records Retention/Disposition Schedules.
- xi. Comments on topics or issues not within the jurisdictional purview of the City of Hartford may be removed. Comments containing inappropriate forms of content shall not be permitted on City of Hartford social media sites and are subject to removal and/or restriction by the Chief Information Officer or his/her designee at the direction of the Chief of Staff.
- xii. A comment posted by a member of the public on any City of Hartford social media site is the opinion of the commenter or poster only, and publication of a comment does not imply endorsement of, or agreement by the City nor do such comments necessarily reflect the opinions or policies of the City.
- xiii. Employees representing the City government via City social media sites must conduct themselves as a representative of the City and in accordance with all City policies at all times.
- xiv. This Social Media policy may be revised at any time, as may be reasonable under the circumstances.