The Social City: 
#Community of #Tomorrow

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Positive Position
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Being a Social City

- How “Citizens” use Social Media
- The Policies you Need
- Hierarchy of Engagement
- Empowerment
Dynamic for success...

What you **knew**

What you **found**

What your network finds for you
How #People use Social Media
How #People use Social Media
How #People use Social Media

Our smartphones have become our new newspaper
The Policies You Need

Statement of Purpose
(why you are using social accounts)

Employee Use
(who can use for the job, and why)

Employee Presence
(what they do on their own time)
Statement of Purpose

Who is ultimately responsible for accounts and quality control?
Who will respond?
Which accounts are “official,” and which do you intend to monitor?
Who can use social as a channel?
Hierarchy of Engagement

- Ignoring
Legal Considerations in the Use of Social Media by Public Employees

Arnold W. “Trip” Umbach III
STARNES DAVIS FLORIE LLP
Personal Use of Social Media by Employees
Does the City’s policy allow personal use while on the clock?

Should it?
First Amendment (Freedom of Speech)

- Employee speaking as a citizen or as an employee?
  [If employee, then no free speech rights]

- If speaking as a citizen, is the speech on a matter of public concern?
  [If not, then no free speech rights]

- If a matter of public concern, does the City’s interest in promoting the efficiency of public services outweigh employee’s interest?
  [If so, the employee can be disciplined]
Fourth Amendment (Privacy/Search and Seizure)

- Does the employee have an expectation of privacy?
- Is the City’s search reasonable?
Discrimination

- Hiring – checking an applicant’s social media
- Harassment – through social media
Record Retention

- Social media records must be maintained like all other records

- Review Records Retention Policy

- Social media may be a public record that has to be produced in response to request
Wage and Hour Laws

- City’s social media is accessible 24/7
- Is after hours work on social media reported?
- Overtime?
Helpful Resources

http://socialmediagovernance.com/policies

https://www.ctg.albany.edu/publications/guides/social_media_policy
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