



MEMORANDUM

To: Administration/Public Works Committee Members

From: Steve V. Cross, Co-Interim City Administrator
Julian M.D. Jacquin, Economic Development Manager

Date: February 5, 2019

Re: Social Media Usage Policy

At its meeting on October 30, the Committee authorized former City Administrator Ryan Thomas to enter into an agreement with Mr. Andrew A. Smith (Social Media and Digital Content Strategy Program Chair at Lindenwood University) for his review of the City's current social media policy, in the not to exceed amount of \$5,000 and to include two (2) meetings with the Administration/Public Works Committee.

Following that time, former City Administrator Ryan Thomas executed a Letter of Engagement with Mr. Smith on December 7, 2018, identifying the following services to be provided:

1. Two (2) meetings with the Administration/Public Works Committee:
 - a. To talk about the City's various needs, issues, and the legalities of social media participation; and,
 - b. To present the proposed social media usage policy, go over any significant changes, and also give a brief training session regarding the document.
2. Between the first and second meetings, Mr. Smith will construct and author a usage policy that the City will own the exclusive intellectual property rights to.

Mr. Smith will charge a standard fee of \$2,500 per meeting (\$5,000 total), granting the City unfettered access to communicate with Mr. Smith during the process and to collaborate where needed. Following this scope of services, the City will own exclusive rights of the new policy and will be able to amend and alter it in the future as desired.

Mr. Smith will attend his first meeting of the Administration/Public Works Committee on Tuesday, February 5, 2019. Following that time, Chair Garritano and Co-Interim City Administrator Cross will work with Mr. Smith to schedule his second meeting with the Committee. A copy of the City's existing *Policy on E-Newsletter and Social Media Content* (adopted by Resolution #2016-06 on February 22, 2016) has been attached to this memorandum for use in the discussion.

Co-Interim City Administrator Steve Cross will be available for any comments or questions at the February 5, 2019 Meeting of the Administration/Public Works Committee.

SVC

RESOLUTION #2016-06

A RESOLUTION ADOPTING A POLICY ON E-NEWSLETTER AND SOCIAL MEDIA CONTENT FOR THE CITY OF WILDWOOD

WHEREAS, the City's e-newsletter and social media pages are great tools for promoting the City and supporting local businesses and non-profits; and

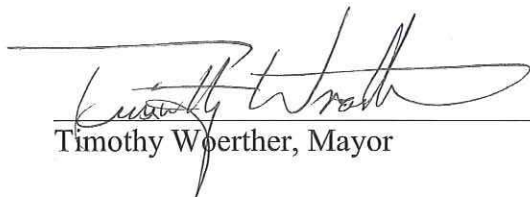
WHEREAS, content parameters are important for maintaining professional City communications, which are not expanded so broadly that they become less focused on the community itself.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF WILDWOOD, MISSOURI, AS FOLLOWS:

Section 1. The City Council hereby adopts a Policy on E-Newsletter and Social Media Content for the City of Wildwood. A copy of this Policy document is attached hereto and incorporated herein.

Section 2. This Resolution shall become effective upon its approval.

Passed and Approved this 22 day of FEBRUARY, 2016.



Timothy Woerther, Mayor

ATTEST:



City Clerk

Policy on E-Newsletter/Social Media Content

SECTION 1: City of Wildwood Content

The following content shall be permitted for placement in the City's Weekly E-Newsletter and/or on Social Media Pages by the City of Wildwood:

1. Any official City communications, including City website content
2. Any public service announcements impacting the City of Wildwood
3. Community events held within the City of Wildwood (must be open to the public, and compliant with the City's zoning regulations)
4. Announcement of a new Wildwood business opening
5. Announcement of a Wildwood business employment opportunity
6. Announcement of a special event for a Wildwood business

All other requests for content placement in the City's Weekly E-Newsletter and/or Social Media Pages may be proposed to the City Administrator for his/her review and consideration.

SECTION 2: External User Content

The following external user content is prohibited from being posted on the City's Social Media Pages, including the "Community Voice" and "Wildwood Listens" features on the City Website, and is subject to removal:

1. Profane language or content
2. Content that promotes, fosters or perpetuates discrimination of protected classes
3. Sexual harassment content
4. Solicitations of commerce or advertisements including promotion or endorsement, unless consistent with the City of Wildwood content, as described in Section 1
5. Promotion or endorsement of political issues, groups or individuals
6. Conduct or encouragement of illegal activity
7. Information that may tend to compromise the safety or security of the public or public systems
8. Content intended to defame any person, group or organization
9. Content that violates a legal ownership interest of any other party, such as trademark or copyright infringement
10. Making or publishing of false, vicious or malicious statements, including but not limited to statements concerning the City, any City employee, and/or any elected or appointed City official.
11. Violent or threatening content
12. Disclosure of confidential, sensitive or proprietary information
13. Any other content deemed to be inappropriate by the City Administrator or Site Moderator

Prohibited external content shall be promptly documented (screenshot/printout), and then removed immediately by the City.

Individuals (e.g., friends, fans or followers) who continue to post prohibited content may be banned from posting on the City's Social Media Pages or Website.

Adopted February 22, 2016 (Resolution #2016-06)

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