

CITY OF IOWA CITY COMMUNICATIONS POLICY

GENERAL COMMUNICATIONS POLICY

City of Iowa City communications equipment and services are owned and/or provided by the City for conducting legitimate City business. As such, City communications equipment and services are not to be used for non-business, personal, or private purposes, except as otherwise provided herein. Further, all communications made through the use of City equipment and services are City property and subject to review, audit, interception, and disclosure by the City without permission of any individual employee. Thus, employees should not consider any communications via City equipment and/or services confidential, personal, and/or private. In addition, wireless communications are subject to outside monitoring and interception; confidential, privileged, sensitive, or personal material should not be discussed or communicated via wireless service.

The misuse of any communications equipment or service in violation of these policies is prohibited, and any employee who violates these policies, attempts to use, or uses City communications equipment or services for improper purposes shall be subject to discipline, up to and including discharge.

Department Directors are responsible for:

1. Determining the type of communications equipment (i.e. radio, pager, cell phone) is needed to conduct City business.
2. Determining which communication service and social media outlets will be most effective to meet that department's goals and objectives.
3. Administering any social media outlet utilized or designating an employee or employees to do so.
4. Periodically analyzing usage to determine if any changes in communications equipment and/or services are appropriate.
5. Review monthly call detail for long distance and wireless communications for excessive or improper use.
6. Allow for limited use of such communication equipment for non-business, personal, or private purposes where such use will not and does not interfere with the performance of an employee's job duties.

LONG DISTANCE PHONE SERVICE

The City's long distance service is provided for official City business ONLY. If a personal long distance call is necessary, the employee should use a personal calling card, call collect, or bill the call to the home phone number. Collect long distance calls will NOT be accepted unless clearly dealing with official business.

WIRELESS COMMUNICATION

Employees who believe wireless communications equipment and service (such as a cell phone) is necessary to perform his or her job functions may make a request for such to his or her Department

Director. The Department Director will determine whether and which communications equipment is necessary and appropriate for that employee's use. The Department Director reserves the right to review the use of such equipment and withdraw authorization for such at any time he or she deems the equipment is no longer necessary or appropriate.

If it is determined by the Department Director that wireless communications equipment is necessary for an employee, the Director may authorize one of the two options detailed below, or a combination thereof:

Option 1: City-Provided System

- The City provides and maintains the equipment, selects and administers the service plan, and receives and pays the invoice.
- City cell phones are not to be used for personal business.
- Department Directors shall provide a departmental list of cell phone numbers to the City Manager's Office.

Option 2: Allowance System

- The City provides to the employee a \$25 monthly allowance to assist the employee in purchasing his or her own wireless communications plan and phone. (This is a taxable benefit.)
- The employee is to purchase his or her own plan and phone.
- The employee is responsible for maintenance and/or loss of the phone and for payment of invoices.
- There is no restriction of calls and no City audit of charges. However, if there is a performance issue or concern of illegal activity arising out of use of the equipment during work hours, the City reserves the right to review personal cell phone statements. In some situations, personal cell phone records may be considered public record and may be subject to public disclosure.
- All cell phone numbers must be supplied to the Department Directors, who in turn shall provide a departmental list to the City Manager's Office.

HIGH SPEED INTERNET ACCESS REIMBURSEMENT POLICY

City employees may be required by their supervisors to carry out work assignments that justify high speed Internet service from home. The City may reimburse employees a maximum of \$45 per month for such service according to the following terms and conditions:

- High-speed Internet access must be necessary to meet regularly-assigned responsibilities, as determined by the employee's supervisor, in consultation with ITS staff, and subject to approval by the City Manager. The convenience of home access or the occasional need for high-speed access alone is insufficient justification for the City to reimburse employees for high-speed Internet access.
- Upon the Department Director's receipt of an employee request for such reimbursement and upon the expiration of a previously-approved request for such, the Department Director or designee shall make a request to the City Manager. That request shall include a statement of the assigned work responsibilities that clearly demonstrate the necessity of high speed Internet home access and specify the budget source to be charged for reimbursement. The City Manager will only approve such requests where the funds to support such access are available. Such approved requests are valid for up to two (2) years from the date of the approval.
- Service installation costs will not be reimbursed unless approval is obtained prior to installation.
- Employee selects the high-speed Internet access provider of his/her choice. The City will not act as an agent for the employee during interactions with the provider. Employee assumes responsibility for all contacts with provider.
- This is a taxable benefit to employees. Taxes and other fees are the responsibility of the Employee.

- The Department Director shall review such reimbursement authorization upon the expiration of the City Manager approval or at such time that the employee's job description or responsibilities change.
- Employee's eligibility for reimbursement ceases with separation from the City.

SOCIAL MEDIA POLICY

Purpose

This policy sets forth guidelines for the establishment and use by the City of Iowa City of social media sites as a means of conveying City of Iowa City information to the public.

The intended purpose behind the use of City of Iowa City social media sites is to disseminate information from the City, about the City, to the public in a civil and unbiased manner.

The City of Iowa City has an overriding interest and expectation in deciding what is "spoken" on behalf of the City on City social media sites.

For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, content hosting sites such as Flickr and YouTube, and social networking sites such as Facebook, LinkedIn, and Twitter. This policy is in addition to and complements any existing or future City of Iowa City policies regarding the use of technology, computers, smart phones, e-mail and the internet.

General Policy

1. The establishment and use by any City department of City social media sites are subject to approval by the City Manager or his/her designees. All City of Iowa City social media sites shall be administered by the Department Director or his/her designees.
2. City social media sites shall make clear that they are maintained by the City of Iowa City and that they follow the City of Iowa City Communications Policy. The City logo or branding shall be used on all social media accounts to confirm authenticity of the site. City social media accounts will only join a group or become a fan of a page if it is related to official City business, services, and events.
3. Wherever possible, City social media sites should link back to the official City of Iowa City website for forms, documents, online services and other information necessary to conduct business with the City of Iowa City.
4. The Department Director or his/her designees will monitor content on City social media sites to ensure adherence to both the City of Iowa City Communications Policy and the interest and goals of the City of Iowa City.
5. Users of all City social media shall adhere to applicable federal, state and local laws, regulations and policies.
6. The City reserves the right to restrict or remove any content that is deemed in violation of the City of Iowa City Communications Policy or any applicable law. Any content removed based on these guidelines must be retained by the Department Director or his/her designees for a reasonable period of time, including the time, date and identity of the poster, when available.
7. The City of Iowa City's website at <http://www.icgov.org> will remain the City's primary and predominant Internet presence.
8. Freedom of Information Act and e-discovery laws and policies apply to social media content and therefore content must be able to be managed, stored and retrieved to comply with these laws.
9. City of Iowa City social media sites are subject to State of Iowa public records laws. Any content maintained in a social media format that is related to City business, including a list of subscribers

and posted communication, is a public record. The Department maintaining the site is responsible for responding completely and accurately to any public records request for public records on social media. Content related to City business shall be maintained in an accessible format pursuant to City policy and practice so that it can be produced in response to a request. Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.

10. Employees representing the City of Iowa City via social media accounts must conduct themselves at all times as representative of the City of Iowa City. Employees that fail to conduct themselves in an appropriate manner shall be subject to the Disciplinary Action Procedures outlined in the Personnel Policy Manual.

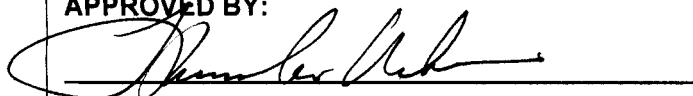
Comment Policy

1. A comment posted by a member of the public on any City of Iowa City social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the City of Iowa City, nor do such comments necessarily reflect the opinions or policies of the City of Iowa City.
2. Comments containing any of the following inappropriate forms of content shall not be permitted on City of Iowa City social media sites and are subject to removal and/or restriction by the Department Director or his/her designees:
 - a. Comments not related to the original topic;
 - b. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, sex, national origin, religion, age, sexual orientation, gender identity, marital status or mental or physical disability;
 - c. Defamatory or personal attacks;
 - d. Threats to any person or organization;
 - e. Comments in support of, or in opposition to, any political campaigns or ballot measures;
 - f. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
 - g. Conduct in violation of any federal, state or local law;
 - h. Encouragement of illegal activity;
 - i. Information that may tend to compromise the safety or security of the public or public systems; or
 - j. Content that violates a legal ownership interest, such as a copyright, of any party.
3. The City of Iowa City reserves the right to deny access to City of Iowa City social media sites for any individual who violates the City of Iowa City Communications Policy, at any time and without prior notice. 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.
4. The following verbiage can be used to warn individuals about their content:

"Your recent post is in violation of the City of Iowa City Communications Policy. Please refrain from posting inappropriate content in the future. If you do not refrain from posting such content, we will block you from this forum. Thank you for understanding."
5. Departments shall monitor their social media sites for comments requesting responses from the City and for usage in violation of this policy.
6. Department Directors or their designees, shall determine how employees must identify themselves when participating in the social media forum.
7. These guidelines must be displayed to users or made available by hyperlink.

Rev. 02/03
Rev. 02/06
Rev. 08/09
Rev. 04/11

APPROVED BY:

A handwritten signature in black ink, appearing to read "Thomas M. Markus", is written over a horizontal line.

Thomas M. Markus, City Manager

4-19-11

Date