

RESOLUTION 2018-39

A RESOLUTION APPROVING A WRITTEN COMMUNICATIONS TECHNOLOGY POLICY FOR THE PUEBLO WEST METROPOLITAN DISTRICT

PUEBLO WEST METROPOLITAN DISTRICT

**WHEREAS**, the Board of Directors desires to establish a written policy to provide guidance to staff and any and all representatives of Pueblo West Metropolitan District on how to interact online; and

**WHEREAS**, the Board of Directors specifically states that the purpose of the Communication Technology Policy is to recognize the District's overriding interest and expectation in deciding what is "spoken" on its behalf on social media sites; and

**WHEREAS**, the Board of Directors has reviewed the proposed Communication Technology Policy and believes it is the best interest of the District.

**THEREFORE, BE IT RESOLVED** by the Board of Directors of the Pueblo West Metropolitan District that Community Communication Technology Policy be and hereby is adopted as set forth on the attached exhibit, effective immediately.

\* \* \* \* \*

I hereby certify that the foregoing is a full, true and correct copy of a resolution duly passed and adopted at a regularly held meeting of the Board of Directors of the Pueblo West Metropolitan District on the 10<sup>th</sup> day of April, 2018, by the following vote:

AYES, and in favor thereof, Directors: Barbara Bernard, Mike French,  
Judy Leonard, Terry Zupan

NOES, Directors:

ABSENT, Directors: Mark Carmel

  
Secretary





**Pueblo West**  
C O L O R A D O

**Background Paper for Briefing of Board**

**BOARD MEETING DATE:** April 10, 2018

**TO:** Board President Judy Leonard and Members of the Board

**CC:** Darrin Tangeman, District Manager, Tammy Nordyke, Finance Director

**FROM:** Jay-Michael Baker, Communications and Engagement Manager

**VIA:** Laura Savage, Assistant to the District Manager

**SUBJECT:** Communications Technology Policy Recommendation

**SUMMARY**

With the flourishing of social media over the past decade and continued use of website and other technology-based communication tools, it is important that organizations keep a pulse on what is being said about them online, as well as develop policy around how the organization should interact within the media. Taking note from the strengths, weaknesses, opportunities, and threats the constantly evolving online realm of social media create for local governments, this social media policy recommendation is intended to provide guidance to staff and any and all representatives of Pueblo West Metropolitan District on how to interact online.

**PREVIOUS BOARD ACTION:**

The social media policy was first brought before the Board of Directors for review on May 9, 2017, and then again at the March 13 and March 27, 2018 board meetings for discussion. No action was taken.

**BOARD ACTION:**

Resolution \_\_\_\_\_ requesting approval of Communications Technology Policy.

**BACKGROUND**

Provide guidelines governing how Pueblo West uses social media.

**FINANCIAL IMPLICATIONS:**

None.

**ATTACHMENT A: Social Media Policy**



## Pueblo West Metropolitan District Communications and Engagement

109 E. Industrial Blvd • PO Box 7005 • Pueblo West, Colorado 81007  
Administrative Offices (719) 547-2000 • Fax (719) 547-2833

**Title:** Communication Technology Acceptable Use Policy and Maintenance Plan  
**Revision:** April 5, 2018

### 1. Purpose Statement

Pueblo West has an overriding interest and expectation in deciding what is “spoken” on its behalf on social media sites. This policy establishes guidelines for the use of social media by Pueblo West Metropolitan District (the “District”).

The District’s website, [www.pueblowestmetro.com](http://www.pueblowestmetro.com), shall be the primary place for the dissemination of District-related communication and engagement. Social Media is secondary to information provided on the District’s website, whenever possible, news releases, media alerts, and other articles or content providing official information about Pueblo West Metropolitan District’s policies, programs, incidents or any other public need-to-know information must be published on Pueblo West’s website and then linked through social media channels.

This policy establishes guidelines for District employees, contractors, volunteers and other individuals or entities duly appointed to work on behalf of the District to manage, maintain or post information on websites and web-based social networking sites (communication technology) including but not limited to the MyPuebloWest citizen request management system (CRM), [www.pueblowestmetro.com](http://www.pueblowestmetro.com), social media platforms such as Facebook, Twitter, Instagram, or other pages, accounts, or profiles created by the District with the purpose of communicating and engaging with the public.

This Communication Technology Policy shall be revised as needed. Nothing in this guideline is meant to interfere with employees’ right under federal law to engage in protected and concerted activity, including employees’ ability to discuss terms and conditions of their employment.

### 2. Policy

- A. Social Media General Use Guidelines:** While social media platforms provide an effective forum for engaging the community and for conveying small “bites” of information, they do not serve as the District’s primary means of communication with residents, businesses, visitors, developers, neighboring communities, or others. The District utilizes well-established means for primary public communication (e.g., public meetings, focus groups, web-based polling, website, e-mail blasts, newspapers via media releases), and is continually improving and innovating these means to effectively share information with a variety of audiences.

Social media is a particularly ineffective tool for communicating complex issues and addressing riled emotions, but can be used to advise the public of where to get more detailed information about such issues. However, social media can be especially effective in communicating information in crisis situations when information timeliness is crucial.

Practical and legal considerations may sometimes constrain, prevent, or prohibit mention of certain topics.

Anything posted on any District social media site is considered published content, therefore may be subjected to public open records and other federal and state laws.

All social media are subject to change at any time without notice per corporate policy changes within the social media company. The District reserves the right to discontinue or dissolve any social media platforms at any time, as well as create new social media accounts or profiles at the discretion of the administration.



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### General guidelines for District social media use:

- i. Official communication from Pueblo West Metropolitan District owned accounts, profiles, or pages must not violate any guidelines outlined in this policy.
- ii. Communication posted on District pages either from the public or from the District may not attack anyone personally (no ad hominem comments), or post material or communication that is pornographic or otherwise obscene, exaggerated, guesswork, copyrighted material, derogatory remarks or characterizations, legal conclusions, defamatory, discriminatory, harassing, libelous, or threatening about Pueblo West Metropolitan District, employees of the District or any associates or affiliates of the District.
- iii. Employees, elected and appointed officials, committee members, and contractors, should consult with their manager, the District Manager, or the President of the Board of Directors if there are any questions about the appropriateness of publishing information relating to the District, its employees, or any of its affiliates on District social media sites.
- iv. All social media accounts branded as a Pueblo West department, or otherwise identified as direct communication from an entity of the Metro District must be reviewed and approved by Communications and Engagement Manager and/or the District Manager before being published.
- v. All social media accounts branded as a Pueblo West department must allow the Communications and Engagement Manager the role of 'administrator.'

- B. Communication Technology Posting and Publishing Rules:** All posts, comments, or any official communication with the public on behalf of the District shall be done so through official 'Pueblo West Metropolitan District' communication technology such as websites, web-based technology systems, and social media platforms by an authorized employee. No official District communication on social media platforms shall come from a District employees' personal account. All official communication posted on Facebook must be made from the generic Metro District account and/or from the official Pueblo West Metropolitan District page (@pueblowestmetro). These posting guidelines do not apply to an employee's personal social media accounts/profiles. These posting guidelines should be used for all published content on a District created communication technology platform.
- i. Information posted must be presented following professional standards for grammar, spelling, brevity, clarity and accuracy, and must avoid jargon, obscure terminology, or acronyms.
  - ii. Associated Press (AP) style should be used as the basis for all content writing on Pueblo West communication technology platforms.
  - iii. District employees recognize that the content and messages they post on all communication technology platforms including social media platforms are public and may be cited as official statements.
  - iv. All posts or interactions on non-District managed social media pages (i.e. 'I Live in Pueblo West,') are considered done so out of good will and should only share official information from the District. Pueblo West employees should not engage in discussion with residents via their personal Facebook pages. Instead, any and all engagement with the public should be made with official Pueblo West accounts/pages/profiles and should only share official and factual information.
  - v. Engagement on non-District managed pages should be restrained to sharing official and factual information with minimum posts.
  - vi. Every effort should be made to take a vibrant discussion or debate either off of social media by suggesting a face-to-face meeting, or to the community engagement platform on our website (i.e. Community Voice).
  - vii. When interacting on post threads on an official District social media page, do not engage individual comments unless you need to correct misinformation. When posting on a thread even via an official



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Pueblo West Metropolitan District profile, employees must identify themselves as an employee of the District per FTC regulation

- viii. Posts that offer factual, thoughtful criticism of the District (not individuals) and District initiatives, or posts that respectfully disagree with the District are welcome and shall not be removed or altered except as provided for in this policy. Any ad hominem argument or reaction will not be tolerated and will be removed immediately.
- ix. Posts/comments on a District social media platform containing any of the following inappropriate forms of content shall not be permitted and are subject to removal:
  - 1. Posts/comments not related to the original topic, including random or unintelligible comments.
  - 2. Inaccurate and nonfactual posts.
  - 3. Posts that do not promote civil discussion.
  - 4. Profane, obscene, or pornographic content and/or language commonly considered by the community.
  - 5. Content that could compromise an ongoing investigation of any type.
  - 6. Any personal identifying information of any person.
  - 7. Defamatory or personal attacks.
  - 8. Threats to any person or organization.
  - 9. Solicitation of commerce, including but not limited to the advertising of any business or product for sale.
  - 10. Conduct in violation of any federal, state or local law.
  - 11. Encouragement of illegal activity.
  - 12. Information that may compromise the safety or security of the public, public systems, public property and/or public facilities.
  - 13. Content that violates a legal ownership interest, such as a copyright or trademark, of any party.
  - 14. Repeated violations to this policy may result in removal of access to the service. These guidelines shall be revised as needed. Posts to the District's social media accounts shall constitute acceptance of this policy.

- C. **Personal Use:** District employees must never use their District e-mail account or password in conjunction with a personal social networking site. Posts and viewpoints shared on employee's personal social media accounts in no way reflect the opinion of Pueblo West Metropolitan District. Per FTC Regulation, employees need to identify themselves as an employee of the District when responding or promoting the District via social media. When you use social media, use good judgment. We request that you be respectful of the District, our employees, our customers, our partners and affiliates, and others. Avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene or threatening, that defames or libels our employees, customers, partners and affiliates, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment.

A blog, wiki, or social networking site is not the ideal place to make a complaint regarding alleged discrimination, unlawful harassment, or safety issues. Complaints to the District regarding these issues must be made consistent with the complaint process in the Personnel Policies so that the District can address them.

District employees may not publish information on agency social media sites that includes:



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- i. Confidential information (including HIPAA and other legally protected information)
  - ii. Copyright violations
  - iii. Profanity, racist, sexist, or derogatory content or comments
  - iv. Partisan political views
  - v. Commercial endorsements or SPAM
- B. Professional Use:** All official District-related communication through social media and social networking outlets should remain professional in nature and should always be conducted in accordance with this policy and the District's practices and expectations. Employees must not use official agency social media accounts for political purposes, to conduct private commercial transactions, or to engage in private business activities. Inappropriate usage of official District social media and social networking site by a District employee can be grounds for disciplinary action. Only individuals authorized by the District may publish content to an agency website or state agency social computing technologies.
- C. Approval and Registration:** All District social media pages/accounts shall be (1) approved by the Communications and Engagement Director, the District Manager, or their designee; (2) published using approved social networking platform and tools; and (3) administered by the contact or their designee.
- D. Oversight and Enforcement:** Employees representing the District through social media outlets or participating in social media features on agency websites must maintain a high level of ethical conduct and professional decorum. Failure to do so is grounds for revoking the privilege to participate in District social media sites, blogs, or other social media features.
- E. Records Retention:** Social media sites contain communications sent to or received by the District and its employees, and such communications may be considered public records subject to the State of Colorado Open Records Act.
- F. Basics for Specific Social Media Accounts:**
  - i. **Public Disclaimer:** The following Public Disclaimer shall be posted on all Pueblo West Metropolitan District affiliated social media sites as an informational statement to the public users of our social media.

*District social media sites provided as a courtesy to the public. The District disclaims liability for ads, links, videos, promoted content, or comments accessible from any external web page. The responsibility for external content or comments rests with the organizations or individuals providing them. Any inclusion of external content or comments does not imply endorsement by the District.*

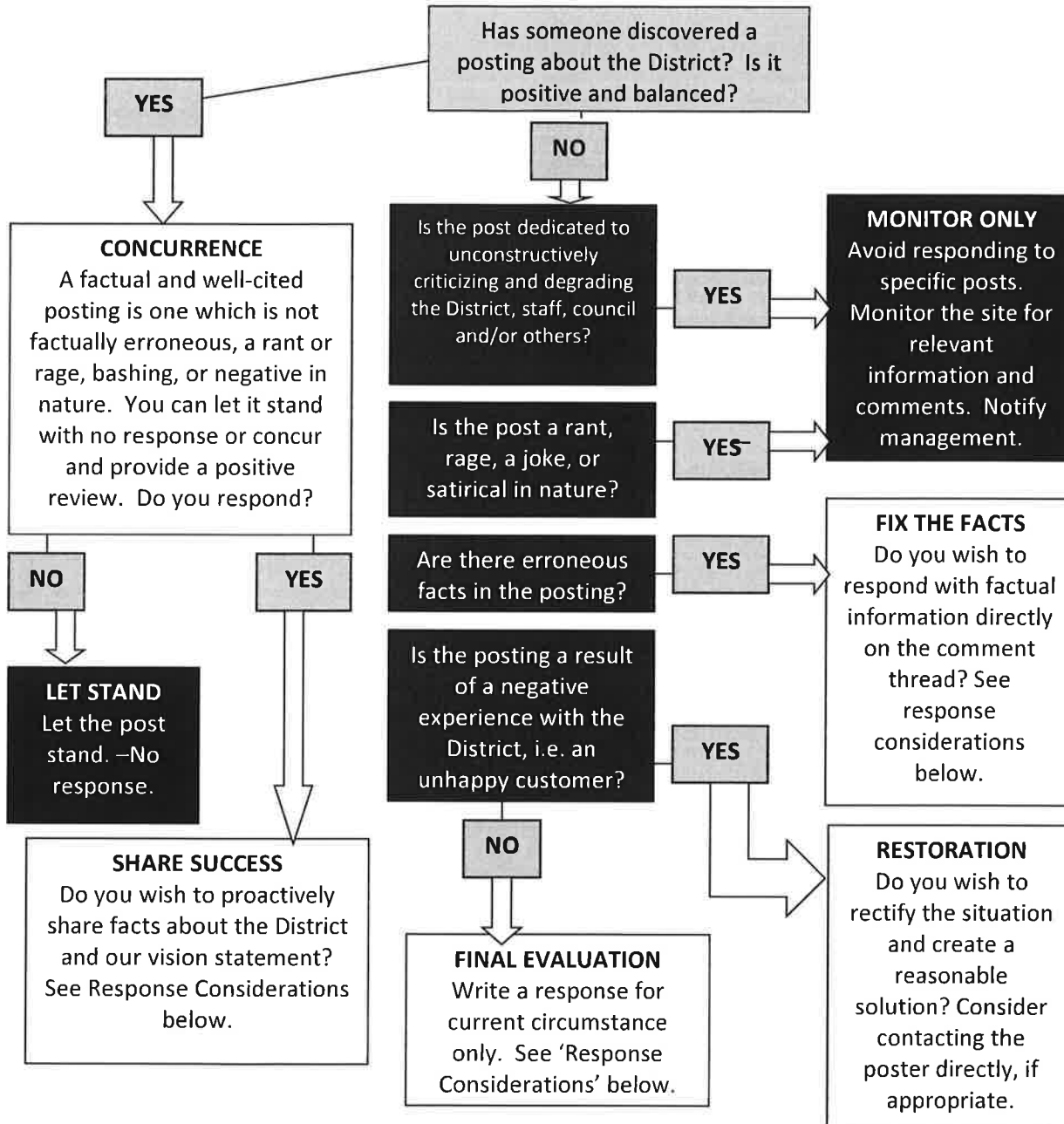


**Pueblo West**  
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**Social Media Posting Algorithm:** This algorithm provides a guideline for employees to respond to resident on social media.



## RESPONSE CONSIDERATIONS

**TRANSPARENCY**  
Disclose your role with the city

**SOURCING**  
Cite your sources by including hyperlinks, images, files, or other references.

**TIMELINESS**  
Take time to create a good response. Don't rush.

**STONE**  
Respond in a tone that reflects positively on the District.