

To: **Mayor and City Council**
 Through: **Ryan Schroeder, City Manager**
 From: **Dan Nowicki, Marketing and Communications Manager**
 Date: **July 13, 2020**

Social Media Policy

BACKGROUND INFORMATION:

In early 2014, the City of West St. Paul began using social media to stay connected with the public in a digital age. Currently the City (including the Police Department) has a total of five social media accounts managed by staff and overseen by the Marketing and Communication Manager. Over the last 6+ years, social media has become one of the most important tools the City and the Police Department has at its disposal. Social media is integral in keeping our community informed on issues, connected to staff and leaders, and safe during emergencies; more important now than ever before.

In recent years, government entities at all levels have become a mainstay on social media. This has brought up many legal questions on what is public information, and what platforms constitute official government ownership and business. With recent court cases reaching as high as the White House and federal appeals courts, staff considers it important to update the City’s social media policy to reflect the City of West St. Paul’s vision, ethics and in accordance with constitutional law and precedence from recent landmark cases.

Staff created the attached DRAFT SOCIAL MEDIA POLICY with the help of the City’s legal counsel to better define the ownership and responsibility of the City, its employees and agents, and to state clearly the processes involved in the City’s use of social media.

FISCAL IMPACT:

		Amount
Fund:		NONE
Department:		
Account:		

STAFF RECOMMENDATION:

Discuss and provide direction to staff on the implementation of a new social media policy.