

MARICOPA ASSOCIATION OF GOVERNMENTS

INFORMATION SUMMARY... for your review

DATE:

July 11, 2011

SUBJECT:

Revised Social Media Policy

SUMMARY:

At the February 16, 2010, Regional Council Executive Committee meeting, a draft social media policy for MAG was approved. Under MAG's current policy, MAG instituted the use of social media platforms such as Facebook, Twitter and YouTube. Based on a year of successful implementation, MAG staff is proposing to update the policy to incorporate public feedback and allow flexibility for incorporating ever-changing technologies and platforms. The more generalized policy would provide MAG the flexibility necessary to expand its social media efforts based on changing customer needs to provide an enhanced user experience. For example, the original policy called for the comment function on social media sites to be turned off; however there may be applications, such as the MAG Facebook page, where such interaction is warranted in order to serve as an effective communication tool.

Under the revised policy, the MAG Executive Director will create internal policies and controls, including developing protocols regarding content generation and authorities, to ensure that the activities of these social media platforms uphold the principles and mission of MAG. The change in policy is aimed at ensuring that MAG is nimble and able to respond to day-to-day issues that uphold MAG's goal to be responsive to the public. For review of the revised policy, please refer to the attached material.

PUBLIC INPUT:

A public input opportunity was provided at the February 16, 2010 Regional Council Executive Committee meeting. No public comment was given in reference to the agenda item.

PROS & CONS:

PROS: Approval of the revised Social Media Policy will enable MAG to be nimble in the use of social media tools, as such tools continue to grow at an exponential rate in the U.S. and worldwide. Additionally, the implementation of the amended Social Media Policy will allow MAG to enhance communication with the public and stakeholders.

CONS: None.

TECHNICAL & POLICY IMPLICATIONS:

TECHNICAL: None.

POLICY: The change to the draft social media policy at MAG is in accord with the administrative duties of the management of MAG programs and services.

ACTION NEEDED:

Approval of the revised Social Media Policy.

PRIOR COMMITTEE ACTIONS: Executive Committee: On February 16, 2010, the MAG Executive Committee approved the Draft Social Media Policy and Access Agreement.

MEMBERS ATTENDING

Councilwoman Peggy Neely, Chair
Mayor Thomas L. Schoaf, Litchfield Park,
Vice Chair
Mayor Hugh Hallman, Tempe, Treasurer

Mayor Marie Lopez Rogers, Avondale
Mayor James M. Cavanaugh, Goodyear
Mayor Scott Smith, Mesa
Mayor Jim Lane, Scottsdale

* Not present

Participated by video or telephone conference call

CONTACT PERSON:

Kelly Taft, Communications Manager, (602) 254-6300.

MAG ALTERNATIVE/SOCIAL MEDIA POLICY

I. Purpose - Summary of Intent

This document defines the standards to use approved collaborative Web technologies to enhance communication with the public, stakeholders, and business partners.

II. Definitions - Terms Specific to the Standard

Collaborative Web Technologies. Collaborative Web technologies refer to Internet social and alternate media channels and utilities (aka Web 2.0) that are used for peer collaboration and communication.

III. Applicability

This policy applies to all external collaborative Web technologies used by MAG.

IV. Roles and Responsibilities

The Executive Director or his or her designee is responsible for creating internal policies and controls, including developing protocols regarding content generation and authorities, to ensure that the activities of these social media platforms uphold the principles and mission of MAG.

Information Technology (IT) is responsible for assessing potential risk MAG may incur from collaborative Web technologies.

V. Standard

1. MAG's Web site, www.azmag.gov, is the primary/official Internet channel for content regarding MAG services, businesses, outreach, and events.
2. Collaborative Web Technology use will be limited to those technologies and applications that further the organizational goals and enhance interaction with peers and the public.

VI. Compliance Audits

MAG may conduct periodic audits to evaluate compliance with the requirements set forth in this standard. MAG reserves the right to monitor use of these sites to ensure compliance with all applicable statutes and regulations. MAG's Executive Committee can request updates as needed.

VII. Public Records.

Collaborative Web Technologies may be subject to disclosure pursuant to the Arizona Public Records Law.