

DRAFT

City of Madison Blogging Policy

Introduction:

City of Madison Blogs will be a tool for City elected officials and approved City staff to use to post information to the City of Madison website quickly and easily. City blogs will be a one-way communication to the public. City blog postings might be distributed to multiple platforms, such as, Facebook and Twitter based on the business needs.

Policy:

1. All City of Madison blogs shall be:
 - a. Approved by the Department Head and the City of Madison Webmaster before a blog can be established on a site
 - b. Published using the City of Madison approved City blogging platform and tools
 - c. Administered by the City of Madison Information Technology Web Team
2. All City of Madison blogs shall adhere to the following City of Madison policies:
 - a. Network and Security Standards
 - b. City Web Standards and Policies
 - c. Web Linking Policies
 - d. City Council Web Policies
3. City of Madison blogs shall comply with the [Madison General Ordinance 3:35: Code of Ethics](#).
4. City of Madison blogs are subject to State of Wisconsin open records, public records and retention laws.
5. The City reserves the right to restrict or remove any content that is deemed in violation of the City of Madison Blogging policy or any applicable law.
6. City of Madison blogs containing any of the following forms of content shall not be allowed for posting:
 - a. Profane language or content
 - b. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
 - c. Sexual content or links to sexual content
 - d. Solicitations of commerce
 - e. Conduct or encouragement of illegal activity
 - f. Information that may tend to compromise the safety or security of the public or public systems
 - g. Content that endorses or promotes any product or political cause or candidate.
7. All City of Madison blogs shall be one-way. Submitting responses will not be allowed.
8. City of Madison blogs will not post confidential information.
9. All blog sites shall clearly indicate that they are maintained by the City of Madison and shall use City of Madison web templates.

GUIDELINES:

1. Blog posts should not be written in the style of a news release, if it is appropriate, it should become a news release.
2. Be accurate. If you make an error, correct it quickly. If you must modify an earlier post, state that you have done so.
3. Not a personal blog, blogger is representing the City, Agency or Aldermanic District.
4. Post often, or inactivate blog.