

Social Media Strategy Minutes

March 14, 2016 6 p.m.,

Conference Room #10030, 316 N. Academy Street, Cary, NC

Members present: Chair J Fletcher O'Cain, Vice Chair Fillmore, Secretary Amy Whitfield, and Jennifer Kendall

Call to Order

O'Cain called the meeting to order at 6 p.m.

Members reviewed current Town of Cary guidelines in regards to social media.

- Exhibit A Standard Procedure 142 New Media Protocol.pdf
- Exhibit B Personality.doc
- Exhibit C SocialMediaGuidelines.pdf

Bowen submitted IBM Social Computing Guidelines for comparison.

- Exhibit D IBM Social Computing Guidelines.doc

All members agreed that the Town of Cary guidelines were punitive in nature. There was confusion surrounding the intent of the guidelines in regards to personal (as someone who is also an employee of Town of Cary) and official Town of Cary social media accounts.

Kendall felt that there needed to be procedural clarity, namely:

- approval process for new accounts
- shared account access
- determination of intellectual property
- understanding of social media as public record law

All members felt that much of social media conduct should fall under employee code of conduct.

Kendall created a document outlining our ideas in regards to Town of Cary Social Media Strategy to be shared at the April 4 Information Services Advisory Board meeting.

- Exhibit E TOC Social Media Guidelines.doc

At 7:20 O'Cain moved to adjourn. Bowen provided the second. The board agreed unanimously.