

CITY OF DUNCOMBE

CITY SOCIAL MEDIA POLICY

EFFECTIVE DATE: June 11, 2015

PASSED BY COUNCIL APPROVAL: June 10, 2015

REVISED AND PASSED BY COUNCIL APPROVAL: October 12, 2016

PURPOSE:

The purpose of this Administrative Policy (AP) is to set forth the guidelines for the establishment and use by the City of Duncombe social media sites to convey information to the citizens of the City of Duncombe. The main purpose behind the use of these sites is to disseminate information from the city to the public in a civil and unbiased manner.

SCOPE:

This AP covers all City employees under the administrative control of the City Council and Mayor.

PROCEDURE:

For the purpose of this policy, social media includes any facility for online publication and commentary including but not limited to blogs, wikis, content hosting sites such as YouTube, and social networking sites such as Facebook and Twitter. This policy is in addition to any existing or future City policies regarding the use of technology, computers, e-mail, internet, cellular phone and electronic communication.

The establishment and use of City social media sites by any City department and City personnel are subject to approval of the City Council.

The purpose of the City of Duncombe (" City") Facebook Fan Page ("Fan Page") is to provide information from and about the City for the benefit of the public. If the user wishes to contact the City Council or to request City services, please contact City Hall at 515-543-5716

The City Fan Page is maintained and monitored by the City Clerk and a designated Council Member. Use of the Fan Page constitutes the user's agreement to comply with the following **Terms of Use** in posting comments:

- Comments shall be suitable for all readers; they may not contain profane or obscene language.
- Comments shall not slander, libel, defame, malign or insult any person; comments shall not refer to the personality of individuals and users shall not engage in personal attacks.
- Comments shall relate to the original topic under discussion; any references to links to other websites must be relevant to the topic.
- Comments shall not include the address, phone number, Social Security number or other sensitive information regarding the identity of any person or organization.
- Users shall not misrepresent their identities; users may not hold themselves out as representing or being others.
- Comments shall not contain content that promotes, fosters or perpetuates discrimination on any unlawful basis.
- Comments shall not contain threats to any person or organization.
- Comments shall not advertise or promote products or businesses.
- Comments shall not support, oppose or make recommendations regarding candidates for public office, political campaigns or ballot questions.
- Comments shall not compromise the safety or security of the public or public systems.
- Comments shall not violate the copyright, trademark or other intellectual property rights of any person or entity.

- Comments shall not violate any Federal, State or local law; they shall not encourage or promote any illegal activity.

Employees who post on behalf of a City department must adhere to the following policies:

- Departments shall only utilize City endorsed social media networks for hosting official City social media sites.
- Employees shall not create City related social media sites without authorization and oversight of the City Council.
- Employees responsible for social media sites should respect the City’s “collective voice” by remaining professional in tone and in good taste.
- Whenever possible social media sites should link back to the City’s website.
- Any articles or documents posted are subject to Iowa Public Records laws. Users shall be notified that public disclosure requests must be directed to the relevant department.
- Disclosing City confidential information or making any statements that violate City policies.

Any City social media site in which the department permits public comments should contain the following language: “Use of this site is subject to the City’s Social Media policy and the user guidelines.” The Fan Pages setup and maintained by the City will not allow public comments or posts.

The following language governs all public comments on social media sites. It will be posted on the City’s website and social media site:

“The purpose of this site is to present matters of public interest in Duncombe to its many residents, businesses and visitors.”

Once posted, City of Duncombe reserves the right to delete submissions that contain:

- Profanity and vulgar or abusive language;
- Personal attacks or threats of any kind;
- Offensive comments that target or disparage any ethnic, racial, or religious group.
- Sexual content or links to sexual content

- Sensitive information (for example, information that could compromise public safety or ongoing investigations)
- Spam or include links to other sites;
- Comments not topically related to the particular social medium article being commented upon clearly off topic;
- Advocate illegal activity;
- promote particular services, products, or political organizations/candidates;
- Infringe on copyrights or trademarks;
- Use personally identifiable medical information.

RESERVATION OF RIGHTS

City reserves the following rights with respect to the Fan Page:

- ◆ To deny access to any user who violates the Terms of Use.
- ◆ To restrict or remove any content deemed in violation of the Terms of Use.
- ◆ To amend the Terms of Use.

DISCLAIMER

Users shall be fully responsible for their postings and City shall bear no responsibility therefor.

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