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# **Community Guidelines for City Social Media Accounts**

The purpose of this policy is to provide guidance and clarification on the City's expectations regarding the use of social media which is maintained and monitored by City Staff. All posts and comments shall be subject to review by City staff.

## **Definition**

For the purpose of this policy, social media refers to venues that integrate technology, community, and the sharing of words, pictures, videos, and audio. This includes but is not limited to;

- Multimedia and social networking sites such as, Facebook, Twitter, Flickr, Tumblr, Reddit, Instagram, Snapchat and YouTube;
- Social networking sites with an emphasis on professional exchange of information and development of business, such as LinkedIn;
- Blogs, microblogs, wikis, message boards, comment sections, social bookmarking web sites, and other community-based sites or collaboration tools;
- Social commerce postings, product and/or experience reviews such as, Amazon, Facebook groups, and Craigslist; and
- Other sites where information (text, images, video, sound, or other files) can be uploaded or posted

## **User Conduct**

This code of conduct shall apply to all users of the City's social media platforms. Repeated violations of these guidelines may cause the author/user to be permanently blocked from the City of Watervliet's social media platforms.

- Comments are the opinion of the poster only, and publication of a comment does not imply endorsement or agreement by the City of Watervliet.
- Comments shall relate to the topic being discussed in the original post, and should be intended to further a civil discussion.
- Comments shall not contain profanity, racial slurs, or other derogatory terms.
- Comments shall not encourage illegal activity.
- Comments shall not violate a legal ownership interest, such as a copyright or trademark.
- Comments shall not contain personal or defamatory attacks.
- Comments shall not contain unintelligible text.
- Comments shall not endorse candidates seeking office, or advocate a stance regarding a ballot proposal.

- There is no right to privacy on the City's social media platforms as they page are a public forum.
- The City reserves the right to block or remove any comments that violate this policy, or are illegal, threatening, or are defamatory in nature.
- Anonymous postings or multiple postings by the same user or individual using a fictitious or different name is not permitted.
- The City Manager or his /her designee is hereby empowered to act as the moderator of any/all City social media pages.

### **Expectations**

The City understands that social media is a 24/7 medium; however, its moderation capabilities are not. While the City may not see every inappropriate comment immediately, the maturity of the community to ignore personal attacks and negative speech is appreciated. A posted comment (which could be in the form of text, image, video or hyperlink) is the personal opinion of the original author--not of the City of Watervliet--and publication of a comment does not imply endorsement or agreement by the City of Watervliet.

### **Responsibilities**

The City of Watervliet is not responsible for any "related," "promoted" or "sponsored" ads that are accessible on its Facebook page or any other social media platforms. Additionally, in no way should it be construed that Facebook or other advertisements or community comments reflect the opinions or position of the City of Watervliet government, its officials, officers, volunteers, or employees.

### **Examples of Social Media Use**

The City's social media platforms are intended to inform, communicate, and educate the public on various topics. These areas include but are not limited too;

- Public Service Announcements;
- Crime Prevention and Police Assistance;
- Emergency Alerts and Severe Weather Updates;
- Activities and Events Promotion;
- Construction Updates;
- City Projects;
- Anything else the City Manager may deem necessary

### **Privacy**

The City of Watervliet does not collect, maintain or otherwise use personal information stored on any third party site in any way other than to communicate with users on that site. Users may remove themselves at any time from the City's "friends" or "fan" lists. Users should be aware that third party websites like Facebook have their own privacy policies and should make themselves of these policies accordingly.

To protect your own privacy and the privacy of others, please do not include personally-identifiable information, such as Social Security numbers, utility account numbers, phone numbers or email addresses in the body of your comment or post. If you do voluntarily include personally-identifiable information in your comment or

post, your comment may or may not be removed. If your comment is posted, the City of Watervliet holds no liability in the release of this information.

**This comment policy may be revised at any time to ensure its continued use is consistent with its intended purpose as a limited forum.** If you have any questions or comments about this policy, please feel free to contact the Watervliet City Manager accordingly.

**Introduced: Jennifer Helms**

**Support: Duane Cobb**

**Vote:**

**YES( 6 )**

**NO( 0 )**

**Approved On Tuesday, \_June 4\_, 2019.**

*This institution is an equal opportunity provider and employer.*