

DATE ADOPTED: March 9, 2016

CITY OF ISHPEMING
FACEBOOK POSTING POLICY

POLICY:

The purpose of this policy is to provide guidelines for posting content to the City of Ishpeming Facebook page.

BACKGROUND:

The City of Ishpeming encourages the use of social media technologies to enhance communication, collaboration and information exchange in support of the City's mission. By openly sharing knowledge, best practices and lessons learned we can provide more effective solutions and enhance efficiencies within the business of government. The City's Facebook page is intended to serve as another way in which our community can connect and learn about City services, events and activities. Just like public meetings and the many other ways we engage one another, the Facebook page is intended for our community to foster a dialog regarding topics that pertain to city business and to have constructive discussions.

This policy is structured into two sections: the first being a general policy and guidelines for anyone posting to the City Facebook page, and the second being additional guidelines for City Employees who post to the City's Facebook page.

As the technology evolves, this policy will evolve; but in general terms, the use of social media technology follows the same standards of professional practice and conduct associated with everything else we do.

SECTION I: GENERAL POLICY

This policy shall apply to all users of the City's Facebook page, including the general public, City staff, City Council Members, and members of City Boards and Committees.

Comments noting the positives about our city are always welcome of course; but so too are constructive criticisms. The City actively monitors its Facebook page and takes your input seriously; so we encourage everyone to be respectful and thoughtful in their comments.

You are fully responsible for everything that you submit in your comments, so please remember that all posted comments are in the public domain. Comments may be retained by the City of Ishpeming and may be subject to disclosure, if requested under the Freedom of Information Act.

The City of Ishpeming reserves the right to delete comments that are generally understood as any of the following:

- a. Comments not related to City business or not related to the original posted social medium content being commented upon;
- b. Comments in support of, or in opposition to, political campaigns or ballot proposals;
- c. Violent, racist, discriminatory, obscene, or profane language or content;
- d. Sexual or violent content or links to sexual or violent content;
- e. Comments that physically threaten any person or organization;
- f. Comments that contain random or unintelligible text;
- g. Information that may compromise the safety or security of the public or public systems;
- h. Copyrighted material or other content that violates the legal ownership interest of another party;
- i. Commercial advertisements for products or services;
- j. Comments that suggest or encourage illegal activity;
- k. Multiple, off topic posts or repetitive posts that are copied and pasted;
- l. Anonymous postings, or multiple postings by the same user or individual using a fictitious or different name;
- m. Posted content that contains personal information, including, but not limited to, identification numbers, phone numbers, e-mail addresses.

The City reserves the right to ban users who continually violate the above policy and guidelines.

The City shall post the content of Section I in a prominent location on the City's Official website and on the City's Facebook page.

SECTION II: EMPLOYEE POLICY

In addition to the guidelines in Section I, City employees shall follow the guidelines in this Section II:

- a. Content:
The City Clerk or his/her designee shall have the sole authority to administer and moderate the content of the City's Facebook page.
- b. Authority to Post on City's Facebook page as the Official City Position:
For consistent communications practices, all posts as the City's official position on the City Facebook page shall be made by the City Clerk or his/her designee.
In the event of an emergency situation, or any situation deemed appropriate by the City Manager, the City Manager or his/her designee may post to the City's Facebook page as the official City position.
- c. Other Employees Posting to the City's Facebook Page:
Other employees may respond to an official post, but must include a disclaimer that

reflects that the content contained therein is in no relation to their professional duties as an employee of the City of Ishpeming. Employees shall, in no way, attempt to convey their position as the Official City position.

- d. Prohibited Content (in addition to that identified in Section I):
1. Information about actual or potential claims and/or litigation involving the City of Ishpeming;
 2. Intellectual property of others, without written permission;
 3. Photographs of employees or members of the public, without written permission;
 4. Personal, sensitive or confidential information about anyone which would constitute an invasion of an individual's privacy.

PENALTY FOR VIOLATION:

Employees who violate this policy are subject to disciplinary action, up to and including discharge.

Recommended by:

Approved by:

Title

City Manager