

## **CITY OF NORTON SHORES**

### **SOCIAL MEDIA POLICY**

**ISSUED: December 12, 2018**

#### **Purpose**

The purpose of this policy is to establish guidelines for the maintenance and use of social media platforms by the City of Norton Shores (City) to promote the effective, efficient, and orderly use of such platforms to provide accurate information to the public.

#### **Policy**

This policy applies to all City employees and also governs comments by the general public on City maintained social media sites.

#### **Provisions**

- a) The establishment of City maintained social media sites is subject to the approval of the City Administrator.
- b) Administrative access to City social media sites is restricted to the City Administrator, Department Heads, and any other designated employees.
- c) City social media sites shall clearly state that they are maintained by the City and contain a link to this policy.
- d) The City reserves the right to restrict, suspend, or prohibit an employee's access to a social media site on any City-owned equipment for any reason in its sole discretion.

#### **Guidelines for Posting**

1. City social media sites are established to serve as an online information source focused solely on City related issues, projects, news, services, public meetings, and special events.
2. The City's social media sites are intended to serve as a communication portal and are not designed to create a public forum. We encourage you to submit comments but please understand our social media sites are not monitored 24/7.
3. The content of City social media postings shall pertain to City related topics. Content allowed may include, but is not limited to, information, photographs, videos, and hyperlinks. If necessary, links to more information will direct users over to the City's website(s) or Nixle.
4. Authorized employees shall only post items that are directly related to official City business. All posts must consist of factual, accurate, and honest information that is consistent with the City's high

standards of professional conduct. Employees authorized to post items shall not express personal views or beliefs.

5. Comments posted by others shall not be considered as the opinion of the City.
6. The City does not endorse any third party commentary on our social media sites.

#### **Prohibited Subjects for Posting**

The City reserves the right to block posts or remove any user(s) posting ability if activity includes any of the following or is otherwise declared as inappropriate by the City.

- Confidential or proprietary information on official City business or any personal information about an employee.
- Explicit sexual references.
- Any reference to illegal drugs.
- Obscenity or any profanity.
- Disparagement of any race, religion, gender, sexual orientation, disability, or national origin.
- Commercial advertising or solicitation.
- Activity that violates or encourages the violation of any applicable State or Federal law.
- Posting of external links.
- Any off-topic or defamatory remarks of a personal nature.