

City of Manistique, Michigan

Social Media Policy

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| Policy Number 2021-002 | Adoption Date: |
| Department: Administrative | Revision Date: |

Purpose:

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, the City of Manistique City Council, committees and boards may consider using social media tools to reach a broader audience.

The City of Manistique has an overriding interest and expectation in deciding what is "spoken" on behalf of the city on social media sites. This policy establishes guidelines for the use of social media.

The main function of any City social media account should be to ensure that current residents are aware of all the services available to them and that they are informed in a timely manner of any relevant news affecting their lives. Social media sites should also serve as a forum for facilitating positive discussion on city matters, events and services.

Policy:

- The City's website will remain the City's primary and predominant internet presence.
- The best, most appropriate City uses of social media tools are as follows:
 - As channels for disseminating time-sensitive information as quickly as possible.
 - As marketing/promotional channels which increase the City's ability to broadcast its messages to the widest audience possible.
- When possible and appropriate, content posted to the City's department social media sites may also be available on the City's website.
- Content posted to the City Social Media website should contain links directing users back to the City's official website for forms, documents, ordinances, or other in-depth information that may be available.
- Individual departmental social media pages (e.g. Facebook) shall present a consistent "look and feel" as determined by the City Manager.
- All City social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
- City social media sites are subject to the Michigan Freedom of Information Act (FOIA). Any content maintained in a social media format that is related to City business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure, and therefore, subject to the City's Record Retention Policy.
- Wherever possible, City social media sites shall clearly indicate that any articles and any other content posted or submitted for posting may be subject to public disclosure. Users

shall be notified that public disclosure requests must be directed to the relevant City Manager.

- The City reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law. Any content removed based on these guidelines must be retained in accordance with the FOIA. Social media content may be archived through the periodic, permissive removal of social media posts after such posts have been “live” for at least thirty (30) calendar days, provided that such posts are first copied and pasted to a digital file that is retained in accordance with a FOIA-compliant record retention schedule.
- These guidelines must be displayed to users or made available by hyperlink.
- The City will approach the use of social media tools as consistently as possible, enterprise wide.
- Comments on topics or issues not within the jurisdictional purview of the City of Manistique may be removed.
- Employees, contractors, consultants and vendors representing the City government via City social media sites must, while acting in such capacity, conduct themselves as a representative of the City and in accordance with all City policies.
- All new social media tools proposed for City use will be approved by the City Manager or his/her designee.
- The following social media tools have been approved for use by the City: Facebook,
- This Social Media Policy may be revised at any time.

Comment Protocol:

As a public entity the City must abide by certain standards to serve all constituents in a civil, unbiased manner. Comments containing any of the following inappropriate forms of content shall not be permitted by the City social media sites and are subject to removal and/or restriction by the City Manager or designee:

- Comments not related to the original topic, including random or unintelligible comments;
- Profane, obscene, violent, or pornographic content and/or language;
- Content that promotes, fosters or perpetuates discrimination based on race, creed, color, age, religion, gender, or national origin;
- Defamatory or personal attacks;
- Threats to any person or organization;
- Comments in support of, or in opposition to, any political campaigns, referendums or other ballot measures;

- Solicitation of commerce including, but not limited to, advertising of any business or product for sale; Conduct in violation of any federal, state or local law;
- Encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public or public systems;
- Content that violates a legal ownership interest, such as a copyright, of any party; or
- Topics and information which are exempt from disclosure as provided for under the Michigan Open Meetings Act and FOIA

These guidelines must be displayed to users or be made available by hyperlink on the social media page.

A comment posted by a member of the public on any City social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the City of Manistique, nor do such comments necessarily reflect the opinions or policies of the City of Manistique.

- The City reserves the right to deny access to City social media sites for any individual, who violates the City of Manistique Social Media Policy, at any time and without prior notice.
- When a City employee or authorized contractor, consultant, or vendor responds to a comment, in his/her official capacity as a City representative, the individual's name and title should be made available, and the individual shall not share personal information about himself or herself, or other City employees, contractors, consultants, or vendors.
- All comments posted to any City Facebook site are bound by Facebook's Statement of Rights and Responsibilities, located at <http://www.facebook.com/terms.php>, and the City reserves the right to report any violation of Facebook's Statement of Rights and Responsibilities to Facebook with the intent of Facebook taking appropriate and reasonable responsive action. This policy shall also apply to other City social media sites containing similar Statements of Rights and Responsibilities, or Codes of Conduct.