

CITY OF SEDGWICK SOCIAL MEDIA POLICY

Subject: <u>Guidelines for Social Media</u>	Effective Date: 12/7/2015
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The City of Sedgwick desires to develop guidelines for the use of Social Media. The City of Sedgwick desires that such guidelines be fairly, consistently, and equitably administered and therefore adopt the following policy toward that end.

POLICY DEVELOPMENT PROCESS

A. BACKGROUND

'Social Media' is the term commonly given to websites, Facebook, Twitter and other online forums that allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests. As the name implies, social media involves the building of communities or networks, encouraging participation and engagement.

B. PURPOSE

The City of Sedgwick manages these sites to provide a forum for improving communications with our employees, government customers, commercial suppliers and general public. These sites will discuss specific City subject matter. This social media policy is subject to amendment or modification at any time to ensure the site's continued use is consistent with its intended purpose as a limited forum.

C. GENERAL POLICY

The establishment and use by any City department of City social media sites are subject to approval by the City Administrator or his/her designees.

Whenever possible, City social media sites should link back to the official City of Sedgwick website for forms, documents, online services and other information necessary to conduct business with the City of Sedgwick.

The City of Sedgwick's website at <http://www.cityofsedgwick.org> will remain the City's primary and predominant internet presence.

All City social media sites shall adhere to applicable federal, state and local laws, regulations and policies.

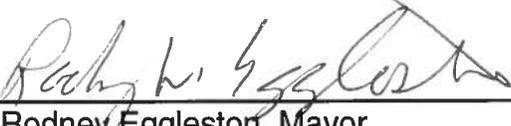
Employees representing the City government via City social media sites must conduct themselves at all times as a representative of the City and in accordance with all City policies.

D. COMMENT POLICY

1. As a public entity the City must abide by certain standards to serve all its constituents in a civil and unbiased manner.
2. The intended purpose behind the establishing of City of Sedgwick social media sites is to disseminate information from the City, about the City, to its citizens.
3. Comments containing any of the following inappropriate forms of content shall not be permitted on City of Sedgwick social media sites and are subject to removal and/or restriction by the Social Media Coordinator or his/her designees:
 - a. Comments not related to the original topic, including random or unintelligible comments.
 - b. Profane, obscene, violent, or pornographic content and/or language;
 - c. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin;
 - d. Defamatory or personal attacks;
 - e. Threats to any person or organization;
 - f. Comments in support of, or in opposition to, any political campaigns or ballot measures;
 - g. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
 - h. Conduct in violation of any federal, state or local law;
 - i. Encouragement of illegal activity;
 - j. Information that may tend to compromise the safety or security of the public or public systems; or
 - k. Content that violates a legal ownership interest, such as copyright, of any party.
4. A comment posted by a member of the public on any City of Sedgwick 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 Sedgwick, nor do such comments necessarily reflect the opinions or policies of the City of Sedgwick.
5. The City of Sedgwick reserves the right to deny or remove access to City of Sedgwick social media sites for any individual or group who violate the City of Sedgwick's Social Media Policy, at any time and without prior notice.

6. When a City of Sedgwick employee responds to a comment, in his/her capacity as a City of Sedgwick employee, the employee's name and title should be made available, and the employee shall not share personal information about himself or herself, or other City employees.
7. All comments posted to any City of Sedgwick Facebook site are bound by Facebook's Statement of Rights and Responsibilities, located at <http://www.facebook.com/terms.php> and the City of Sedgwick 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.

PASSED AND ADOPTED BY THE GOVERNING BODY OF THE CITY OF SEDGWICK, HARVEY AND SEDGWICK COUNTIES, KANSAS, ON THE 7 DAY OF December, 2015.



Rodney Eggleston, Mayor

Attest:



Janise P. Enterkin, City Clerk

