



# SOCIAL MEDIA POLICY

City of Darlington

Approve 12/17/2024

# **City of Darlington Social Media Policy**

## **Purpose**

As more citizens in our community make the shift towards or include the use of social media technologies to receive and share information, it is imperative for the City to incorporate social media technologies into the existing communication infrastructure. Where appropriate, the use of social media technologies in work-related activities, events, and announcements is encouraged to enhance customer service, increase citizen involvement, and to further the goals of the organization.

The Clerk-Treasurer and City Mayor have the overriding and legitimate interest and expectation in deciding what is presented on behalf of the City on social media sites.

## **Benefits of Social Media**

- Provides a low-cost resource for communicating the City's various messages and promoting City Services, programs and initiatives;
- Allows for real-time interaction with the public, thus, enabling the City to better serve the public's needs;
- Creates an additional opportunity for the public to be informed about the City's affairs;
- Increases efficiency as it pertains to the sharing of information, news and events
- Provides a support device to internal departments and divisions for promoting events, partnerships, and other city-driven initiatives and opportunities; and
- Serves as an additional advertising tool for increasing traffic on the City's official website.

## **Separate and Professional Accounts**

It is a policy of the City that a standard for interaction with social media tools and their associated technology is hereby established, emphasizing that social networks of the City of Darlington and personal social networks of employees and affiliates must be kept separate at all times. Covered Personnel shall not blur or combine their personal and professional lives when operating Professional City Networking/Websites or Personal Networking/Websites.

## **Professional Guidelines**

- a) All City of Darlington social media site proposals and uses are subject to prior review and approval by the Clerk or Mayor
- b) City social media sites are an extension of the City's communication infrastructure
- c) The City's official website ([www.darlingtonwi.org](http://www.darlingtonwi.org)) will remain the City's primary and predominant Internet presence
  - 1) The best and most appropriate uses of social media tools fall generally into two categories:

- As channels for disseminating time-sensitive information as quickly as possible (e.g. emergency information, cancellations/closures)
  - As marketing/promotional channels that increase the City's ability to broadcast its messages to the widest possible audience (e.g. recreation programming information)
- 2) Whenever reasonable, content posted to a City social media site should also be available on the City's official website and the main social media page via a line or tag.
  - 3) Whenever reasonable, content posted to a City social media site should contain links directing users back to the City's website for in-depth information, forms, documents and online services necessary to conduct business with the City.
  - 4) All social media sites should include the City of Darlington logo as well as any other branding or logos that identify the involved party. The City Logo must be displayed as most prominent, ideally as the profile picture or the cover photo.
- d) Social media accounts will be maintained by Authorized Users, who must be approved as an agent of the social media account by the City Mayor.
  - e) Authorized Users are responsible for the content and upkeep of social media sites
  - f) All City social media sites and the conduct of Authorized Users shall comply with all appropriate City policies and standards.
  - g) City social media sites are subject to State of Wisconsin and City of Darlington open records laws. Any content maintained in a social media format that is related to City business shall be maintained in an accessible format so that it can be readily produced in response to a public records request.
  - h) Wisconsin State law and relevant City records retention schedules apply to social media formats and their content.
  - i) Social media sites shall clearly indicate that any content posted or submitted for posting are subject to public disclosure.
  - j) The Clerk or Mayor reserves the right to restrict or remove any content that is deemed in violation of this Social Media Use policy and/or any applicable law found not to be in accord with City purposes and policies or for any other reason.
  - k) Any exception to the policy is subject to the prior review and approval by the Clerk or Mayor

### **Terms of Use Agreement for Public**

It shall be the policy of the City that the following agreement must be conspicuously posted on each social media site established and maintained by the City, if such capability exists. The agreement will also be posted on the City's website ([www.darlingtonwi.org](http://www.darlingtonwi.org)) for easy access.

### **Social Media Terms of Use Agreement**

As this is an open forum, the City requires that all comments be kept clean and appropriate. Comments deemed inappropriate by the administrator are subject to deletion. If you do not comply with the terms of use outlined below, your message will be removed. If you post inappropriate content a second time, your profile may be blocked from posting any more information to the site.

This forum is not monitored at all time. **DO NOT use this forum to report emergency situations or time-sensitive issues.**

Please remember the following rules when posting:

- All content is subject to public records law.
- Content should be related to the subject matter of the social media site where it is posted.
- If your post violates any of the below rules, it will be deleted:
  - Content that is graphic, obscene or explicit.
  - Content that is abusive, threatening, hateful or intended to defame anyone or any organization.
  - Content that suggests or encourages illegal activity.
  - Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, gender identity, sexual orientation, lawful source of income, or arrest/conviction record.
  - Content posted by a person whose profile picture or avatar, username, or e-mail address contains any of the aforementioned prohibited conduct.
  - Solicitations or advertisements, including but not limited to, promotion or endorsement of any private financial, commercial, or non-governmental agency.
  - Content attempting to defame or defraud any person or private financial, commercial, or governmental agency.
  - Content that compromises the safety or security of the public or public systems.
- Citizens are to participate at their own risk and take personal responsibility for their comments, username and all information provided.
- The appearance of external links on this site does not constitute official endorsement by or on behalf of the City.
- Any public records request for information found on City of Darlington social media sites shall be directed to the City Clerk-Treasurer Office at 608-776-4972.
- All information and materials generated by the City of Darlington and provided on City of Darlington's social media sites are the property of the City of Darlington. The City retains copyright to all text, graphic images and other content that has been produced.