

CITY OF NEGAUNEE, MICHIGAN

CITY POLICY

Policy Number: 2018-01	Revision Date:
Date Adopted: March, 2018	
Department: Administrative	

SUBJECT:

Social Media Website Policy

PURPOSE:

As a means of increasing communication with the residents it serves, the City of Negaunee maintains both a social media outlet and a website. The first is a City's official FaceBook page maintained by the City under the direction of the City Manager. The second is the City's official website. This policy outlines the scope of authority as it pertains to the development and maintenance of both these forms of communication, as well as, establishing a code of conduct as it pertains to engagement.

POLICY:

City Employee Conduct

The lines between public and private, personal and professional are blurred in online social networks. By virtue of identifying oneself as an employee of the City of Negaunee online the employee carries an obligation to conduct his/her self in a professional and civil manner. To that extent employees should use disclaimers on personal sites that reflect the content contained therein is in no relation to their professional duties as an employee of the City of Negaunee.

User Conduct

This code of conduct shall apply to all users of the City's Facebook page, including City staff, City Council members, and members of City Boards and Committees.

The City of Negaunee welcomes written contributions on its official social media networking site. We are dedicated to maintaining a safe and respectful community. By interacting with the City of Negaunee through social media, you agree to abide by the social networking sites policies/terms and conditions/rights and responsibilities.

The City of Negaunee is not responsible for comments posted on its platforms by users, and reserves the right to remove any user-generated content for any reason. This includes: comments, links, images/videos that are found obscene, profane, or hateful; posts that may be offensive to other community members; comments that threaten any person, organization, or company; comments that defame or harass an individual; spam or repeated off-topic posts by the same person; solicitation or advertisements; any content/dialogue that encourage illegal activity; any materials that infringe upon the rights of a third party; confidential or private information that is not your own.

The City of Negaunee reserves the right to block users who violate the above terms. Users of the City of Negaunee social media platform take personal responsibility for the content of any website linked to its page.

Engagement with the public on matters concerning the city, on the City's Facebook page shall be directed through and coordinated by the office of the City Manager. All responses as the "city", on the City's Facebook page will be posted and managed by the direction of the City Manager. All content posted by individuals not acting through the City Manger are subject to removal based upon the aforementioned user conduct section of this policy.

In the case where an individual(s) is blocked or comments are denied posting or are removed from the City's Facebook page, a record will be made in the form a screen print will be made and kept on file.

SECTION 2: WEBSITE

The City Manager shall have the sole authority to administer the content of the City's website

The City's website shall not link to candidate sites, sites advocating a position on a ballot proposal, or the personal blogs, social media sites, or homepages of staff, Council members, or board/commission members.

City Manager