



## Social Media & Website Policy

### **Purpose**

The purpose of this policy is to establish guidelines, protocols, and procedures to ensure that communication between the City and residents of the City of Bel Aire is efficient, effective, consistent, timely, and transparent. In addition, this policy addresses the responsibilities of individual employees and city officials with regard to social media use. Lastly, this policy outlines terms of use and comment policy in order to help facilitate and enhance the transfer of information to the public through the City's Social Media.

### **Communication Objectives**

1. Inform citizens about the City's policies, programs, services, projects, and initiatives through communication that is effective, timely, accurate, and consistent.
2. Consult and inform stakeholders when establishing or developing priorities, policies, programs, and services where reasonable and practical.
3. Engage in a proactive communications program that uses a variety of platforms to accommodate diverse needs and that reflects the diversity of the community.
4. Ensure the City is visible and responsive to the citizens it serves.

### **Ownership**

All website and social media systems and resources owned or controlled by the City and all messages, text, graphics, images, and electronic files and other information transmitted by, received through or stored in these systems and resources are the property of the City.

### **Platforms**

1. City of Bel Aire Website – Our City's website is a platform for residents to get information as well as make payment for City services.
  - A. The Community Development Department is responsible for maintaining the City website.
  - B. The Community Development Department will work with department heads and the City Manager to determine what information will be posted to the City's website.
  - C. Access to edit department pages can be granted by getting approval with the Community Development Director.
  - D. Linking to an outside news source as a way to promote City of Bel Aire-related information is prohibited. Exceptions to this would be in the case of a co-sponsored event.

2. **Social Media** – The City of Bel Aire has an interest in engaging, informing, and cultivating its stakeholder audience using traditional as well as new media. Social media has become one of the main channels of communication for many and is an excellent communication tool for the City. By leveraging social media as a primary communication tool, we are engaging our customers on their terms and supporting our business goals. Sharing our own original content personalizes our messages and demonstrates our “social persona.” In social media, there are appropriate occasions for both original and shared content.

#### **Authorized Users**

- A. All social media accounts that represent the City will be approved by the City Manager. If specific departments are interested in creating a social media presence, they will need to first get approval from the City Manager and then contact the Community Development Department.
- B. The Community Development Department will set up the accounts and be named the administrator or will obtain all usernames and passwords to these accounts.
- C. The City of Bel Aire reserves the right to temporarily or permanently suspend access to any page or social media platform at any time.

#### **Community Standards**

We encourage a dialogue with our audience regarding City services and related topics. Communication and self-expression must be made with respect and courtesy to others. As such, municipal site administrators will remove a comment if it violates our terms of use:

#### **Terms of Use**

##### **Purpose**

The purpose of City social media is to help facilitate and enhance the transfer of information to the public through city’s social media platforms. All use must further that purpose and comply with the following terms of use and comment policy.

##### **Terms of Use & Comment Policy**

- i. Any comment posted by a member of the public on an official City Social Media Page or Department Social Media Page is the opinion of the commentator only, and its publication on such Page shall not imply endorsement of or agreement by the City.
- ii. All Social Media established by the City, including the City’s Social Media Page and those Pages utilized by individual City departments, is not intended to create a public forum. As such, each Page shall have, in a place visible to the public or accessible by link, a notice that comments containing any of the following forms of content are prohibited and will be removed:
  - a. Comments not related to the topic of discussion;
  - b. Profane, obscene, uncivil, harassing, or inappropriate language or content;

- c. Sexual content;
  - d. Solicitations of commerce;
  - e. Promotion or encouragement of illegal activity;
  - f. Information that may tend to compromise the safety or security of the public, public systems, the City, its employees, or public officials;
  - g. Promotes political candidates, issues or viewpoints except as provided by City sanctioned debates or forums;
  - h. Defamatory remarks, personal attacks, or threats against any individual person or group of people.
  - i. Content that violates a legal ownership interest of any party;
  - j. Any content in violation of or inconsistent with federal, state, or local laws and ordinances;
  - k. Links to any outside websites that are inconsistent with this policy;
  - l. Content that is repetitive or duplicative;
  - m. Any content not listed herein but that is otherwise inconsistent with the spirit of civility intended by these Terms of Use & Comment Policy.
- iii. The following notice shall be provided along with the comment policy above: The City reserves the right to remove content that is deemed in violation of this policy, applicable law, or the City's employee handbook. Any participant on a City Social Media Page or Department Social Media Page that repeatedly violates the commenting guidelines as set forth in this policy may be permanently removed from the City's social media page(s). The City of Bel Aire reserves the right to temporarily or permanently suspend access to any Page at any time.

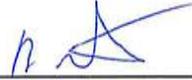
### **Employee Use**

Social networking is meant to be social, so having employees interact with our posts can enhance information sharing, morale, and education throughout the organization and our service area (City Personnel policies still apply).

Personal social media accounts established by employees should not be presented as official voices of the City, and departmental or project-based accounts should only be established by or in collaboration with the Community Development Department.

The City of Bel Aire recognizes that these guidelines will continually evolve as new technologies and social networking tools emerge. The City of Bel Aire reserves the right to change the communication policy at any time to reflect the current marketing techniques with relation to changes in technology.

Adopted this 20 day of March, 2018 by the Bel Aire City Council.

A handwritten signature in blue ink, appearing to read 'D. Austin', written above a horizontal line.

David Austin, Mayor

A handwritten signature in blue ink, appearing to read 'Stacey Cook', written above a horizontal line.

Stacey Cook, City Clerk