



Social Media Policy

This policy establishes guidelines for the establishment and use by the City of Green of social media sites as a means of conveying City of Green (“City”) information and soliciting feedback from its citizens. Communicating with the City through social media further enables residents and stakeholders to contact the City in a direct and meaningful way. All social media comments and messages exchanged with the City of Green are public record. The City of Green contracts with Social Archive to archive its social media public record and follow the City’s records retention policy.

The City of Green has an overriding interest and expectation in deciding what is “spoken” on behalf of the City on City social media sites.

For purposes of this policy, “social media” is understood to be content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media include, but not limited to, Facebook, blogs, RSS, YouTube, Twitter, LinkedIn, and Flickr. For purposes of this policy, “comments” include information, articles, pictures, videos or any other form of communicative content posted on a City of Green social media site.

General Policy

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.

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

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.

Comments on topics or issues not within the jurisdictional purview of the City of Green may be removed.

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.

This Social Media Policy may be revised at any time.

Comment Policy

Comments containing any of the following inappropriate forms of content shall not be permitted on City of Green social media sites and are subject to removal and/or restriction by the City of Green:

- 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 on the basis of 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 or ballot measures;
- 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
- Content that perpetuates misinformation or disinformation and/or malformation.

This comment policy is subject to amendment or modification at any time.

A comment posted by a member of the public on any City of Green 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 Green, nor do such comments necessarily reflect the opinions or policies of the City of Green.

The City of Green reserves the right to deny access to City of Green social media sites for any individual, who violates the City of Green's Social Media Policy, at any time and without prior notice. A follower of one of the social media sites may be banned from any social media site based on the following conditions: the follower has generated several (more than 3 posts) offending posts. If a follower is banned from the site, the social media manager will notify the law department, with written documentation of why a follower was banned creating a record of the time, date, person and reason for banning the individual.

Updated: November 15, 2020