

# **City of Columbia Heights Social Media Policy**

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## **Purpose:**

The City of Columbia Heights strives to provide the public accurate and timely information, communicated in a professional manner, and in accordance with the laws regarding public information and data practices. The City makes use of social media as a means to provide communication with the public.

## **General Guidelines:**

The official City Facebook page is linked back to the City's Webpage. Other departments can have their own department Facebook page and Twitter account. Not all departments need to participate in these Medias. It is at the discretion of the Division Head to participate. Those departments that do not have their own pages can occasionally post to the City's official page. The City Manager or his designee will be responsible for the City page; each department is responsible for their own page (if they chose to have one). The City Manager or his designee will oversee all social media for policy compliance.

It is at the Division Head's discretion if the pages are going to receive postings or comments. Pages that receive postings should be monitored daily including holidays and weekends for items that do not meet these guidelines; this is not considered overtime. Pages shall be updated at a minimum biweekly. Responding to posts will only be done during business hours, however removing inappropriate remarks should be done as soon as they are noticed.

Each page shall have a City Logo with the Department name below the logo, to identify the page as an official city page. Highest security settings shall be in place. No tagging of pictures or video is allowed on any City pages.

The City recognizes the public has the ability to comment on social media postings. The City herein reserves the right to delete comments on the City of Columbia Heights and affiliated social media pages that:

- Contain vulgar language
- Are personal attacks of any kind
- Are offensive
- Contain sexual content or links to sexual content
- Are prejudiced or hurtful remarks made toward any person or entity, including any ethnic, racial or religious group
- Are spam
- Include sales/promotion of goods or services, or links to other sites
- Are off-topic
- Advocate illegal activity
- Promote political organizations
- Contain factual inaccuracies
- Infringe on copyrights or trademarks

Furthermore, comments expressed on the City of Columbia Heights social networking sites do not reflect the opinions or positions of the City of Columbia Heights, its employees, advisory boards, or elected officials.

The City of Columbia Heights has the right to quote any comments or suggestions left by users.

**Posting Guidelines:**

Do not post photos or video of individuals without their permission. Do not post photos that infringe on trademark, copyright, etc. Do not post the name of any individual without permission from that person. Give credit to appropriate persons when required.

Do not post information that affiliates the city with or advocates for a political party or candidate running for office.

Where possible, content posted to social media sites should contain links directing users back to the City's official webpage for in-depth information, forms etc.

Departments shall use proper grammar. Social media sites are more casual than most other communication tools but still represent the City at all times.

Be aware that by identifying yourself as a city employee you are creating a perception about yourself and about the city. Be sure all content associated with you is consistent with your work and the City's professional standards.

Pages shall be updated at a minimum biweekly.

Approved by City Manager Walter Fehst

Dated March 14, 2012.