

City of Gladstone

Social Media & Website Policy

Purpose

The purpose of the City of Gladstone's social media websites are to present matters of public interest in the City of Gladstone for its many residents, businesses, and visitors. The City of Gladstone may use social media tools to reach a broader audience and to further the goals of the city and the missions of its departments.

Our website and social media pages are intended to strengthen the connection between City government and the community by providing timely, interesting, accurate, and relevant information about living in, working in, and visiting Gladstone. This shall include insight into our municipal government, neighborhoods, commerce, history, and future.

Social Media Pages & Platforms

The City of Gladstone's website, www.gladstonemi.gov, will remain the city's primary and predominant internet presence.

Existing Social Media Pages

- Facebook
 - City of Gladstone
 - Gladstone Michigan | Sail School (Group)
 - Gladstone Old Fashioned Christmas (Inactive)
 - Gladstone Public Safety
 - Gladstone Volunteer Fire Department
- Instagram
 - City of Gladstone (Inactive)
 - Gladstone Farmers Market
 - Gladstone Public Safety

It is the intent of the City of Gladstone to download the content and archiving the data of inactive social media pages, before deleting the pages permanently.

All new social media tools proposed for city use shall be approved by the City Clerk.

Social media websites may occasionally be unavailable, and we accept no responsibility for lack of service due to downtime.

Posting Guidelines

The city has an overriding interest and expectation in deciding what is "spoken" on behalf of the city on social media sites. This policy establishes guidelines for the use of social media.

- As channels for disseminating time-sensitive information as quickly as possible
- As marketing/promotional channels which increase the city's ability to broadcast its messages to the widest possible audience.

Wherever possible, content posted to the City of Gladstone's Social Media Sites should also be available on the City of Gladstone's website and should contain links directing users back to the City of Gladstone's official website for in-depth information, forms, documents, or online services necessary to conduct business within the City of Gladstone.

Wherever possible, all City of Gladstone social media sites shall comply with all appropriate City of Gladstone policies and standards, as well as all federal, state and local laws including but not limited to:

- Accessibility Standards
- Copyright Laws
- First Amendment Freedom of Speech
- Freedom of Information Act
- General Computer Use, Document Storage, E-Mail and Internet Access
- Privacy Laws
- Public Record Laws

The City of Gladstone will approach the use of social media tools as consistently as possible, enterprise wide.

Content Editing & Deletion

Erroneous information needs to be corrected as quickly and transparently as possible. Serious errors need to be brought to the attention of your City Clerk.

If it is determined that content previously posted by the City of Gladstone should be deleted, consult with the City Clerk. If a decision is made to delete previously posted content, a digital record shall be recorded internally within the city archives, even if it is no longer posted publicly. The City Clerk will determine if an explanation should be given to constituents as to why you are deleting the content.

Social Media Interaction

Commenting on official City of Gladstone posts will generally be turned off, as this platform is not continuously monitored for community engagement and questions. Questions should be directed to city officials through official city correspondence, such as email or telephone.

When the City of Gladstone creates Facebook events, commenting cannot be disabled. The City of Gladstone will use the guidance below when it comes to responding to comments on Facebook events.

- **Comments without questions:** When members of the public comment on a Facebook event without a question, the City of Gladstone will not respond by commenting. The City of Gladstone may choose to leave a reaction (like, love, etc.) on a post, but will not engage with negativity on the platform.

- **Questions related to the event:** The City of Gladstone may choose to respond to simple logistical questions related specifically to the event (ex. What time does the event end?). If the city chooses to respond, the comment should provide a method to inquire about further questions outside of social media.
 - **Example:** “Great question! The last farmers market of the season will be Monday, September 30th. For further questions relating to the Farmers Market, please visit the webpage linked below or contact the Gladstone DDA Director.”

Please note that comments expressed by community members regarding the City of Gladstone social media websites do not reflect the opinions and/or position of the City of Gladstone municipal government or its officers and employees.

The City reserves the right to delete or censor comments with content that:

- Compromises the safety or security of the public or public systems
- Contains a personal attack, insult, racial slur or any other derogatory term
- Contains images, videos or links to sites that do not conform to these guidelines
- Contains private or personal information
- Contains random or unintelligible text
- Contains viruses or computer code
- Defames any person or organization
- Encourages illegal activity or violates any local, state or federal law
- Endorses candidates or a particular stance on an active ballot measure or specific legislation
- Is blatant spam, including advertising commercial services or products
- Is off-topic and unrelated to the original post
- Is reported as abuse
- Promotes hate or discrimination of any kind
- Uses foul language or is sexually explicit, including “masked” profanity
- Violates a legal ownership interest of any other party

Being followed by the City of Gladstone, or an entity of the City of Gladstone Government, does not imply endorsement of any kind. If you follow any City of Gladstone social media page or account, we may or may not follow you back or join your group or network.

This social media policy may be revised at any time through the City Commission approval process.