



City of Mauston
Social Media Policy

Council Adopted: June 11, 2024

City of Mauston

Social Media Policy

In order to maintain a professional online presence and to comply with Freedom of Information Act Laws, The City of Mauston has adopted the following social media policy. This policy may be updated at any time without notice.

DEFINITIONS

- **Social media:** Any online platform that allows users to create and share content, including but not limited to Facebook, Twitter, Instagram, LinkedIn, YouTube, and blogs.
- **Company social media accounts:** Any social media account created by City of Mauston or used by its employees for professional purposes.
- **Personal social media accounts:** Any social media account created by an employee for personal use.

POLICY

1. **Company Social Media Accounts:**
 - Only authorized personnel may create or manage company social media accounts.
 - All content posted on company social media accounts must be approved by the City Administrator or its designee.
 - Company social media accounts may not allow public comments.
2. **Personal Social Media Accounts:**
 - Employees may use personal social media accounts for personal purposes, but must comply with this policy.
 - Employees must clearly state that their personal social media accounts do not represent the City of Mauston.
 - Employees may not post any confidential or proprietary information about the City of Mauston on their personal social media accounts.
3. **Confidentiality and Privacy:**
 - Employees may not disclose any confidential or proprietary information about the City of Mauston on any social media platform.
 - Employees must comply with all privacy laws and regulations when using social media.
4. **Professionalism:**
 - Employees must conduct themselves in a professional manner on all social media platforms.
 - Employees may not engage in any behavior that could reflect negatively on the City of Mauston.
5. **Compliance with Laws and Regulations:**
 - Employees must comply with all laws and regulations when using social media, including but not limited to copyright, defamation, and discrimination laws.
6. **Monitoring and Enforcement:**

- The City of Mauston reserves the right to monitor all social media activity by employees.
- Any violation of this policy may result in disciplinary action, up to and including termination.

ACKNOWLEDGMENT

I, Daron J Haugh, acknowledge that I have read and will comply with the City of Mauston's social media policy. I understand that any violation of this policy may result in disciplinary action, up to and including termination.

Signature: Date: