



**City of Mauston**  
**Social Media Policy**

Council Adopted: June 25, 2024

## City of Mauston

### Social Media Policy

In order to maintain a professional online presence and to comply with the Wisconsin Public Records Law and the First Amendment, 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, X (formerly Twitter), Instagram, LinkedIn, Snapchat, TikTok, YouTube, and blogs.
- **City social media accounts:** Any social media account authorized or created by City of Mauston or authorized for use by its officials or employees for official purposes for the City of Mauston.
- **Personal social media accounts:** Any social media account created by an employee or official for personal use and not authorized by the City of Mauston.

#### POLICY

1. **City Social Media Accounts:**
  - Only persons specifically authorized or designated by the City of Mauston may create or manage City social media accounts.
  - Only the City Administrator or its designee, on behalf of the Common Council, may authorize the creation or management of City social media accounts.
  - All content posted on City social media accounts must be approved by the City Administrator or its designee.
  - City social media accounts created or managed under this policy are not intended to create public forums and therefore, to the extent technically possible, such accounts should not allow for public comments.
2. **Personal Social Media Accounts:**
  - City Officials (including elected Officials) that create their own social media accounts must clearly state that such personal social media accounts do not represent the views of, nor are they authorized by the City of Mauston.
  - City Officials (including elected Officials) or 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 views of nor are they authorized by the City of Mauston.
  - Employees may not post or divulge any confidential or proprietary information that they obtained arising from or through their employment with the City on their personal social media accounts.
  - Employees must comply with all privacy laws and regulations when using social media.

**3. Social Media Use Detrimental to Missions and Functions of City:**

- Employees may not create or post comments on social media accounts that are detrimental to the mission and functions of the City, or which undermine the goals and mission of the City of which they are employees.
- The City and its Police Department also have a strong interest in maintaining a relationship of trust and confidence with the communities they serve, and therefore, Employees of the Police Department may not create or post comments on social media accounts that would undermine respect or public confidence in the Police Department.

**4. 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.

**5. 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, \_\_\_\_\_, 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: