

## RESOLUTION 04-06-2025

### A RESOLUTION ADOPTING THE SANTAQUIN CITY SOCIAL MEDIA POLICY

**WHEREAS**, the role of technology in the 21st century workplace is constantly expanding and now includes social media communication tools that facilitate interactive information sharing, interoperability and collaboration and are, thus, increasingly important outreach and communication tools for government entities; and

**WHEREAS**, to address the fast-changing landscape of the internet and the way residents communicate and obtain information online, Santaquin City ("City") is continuing to use various social media tools to reach a broader audience and encourage the use of social media in accordance with this policy to further the goals of the City and the missions of its departments, where appropriate; and

**WHEREAS**, the use of social media tools by the City provides a way to build community and to officially and rapidly communicate directly with stakeholders, partners, the general public, and the media as part of online communications; and

**WHEREAS**, the official City website, [www.santaquin.org](http://www.santaquin.org), and/or [www.santaquin.gov](http://www.santaquin.gov) and its associated functionality, remains the primary and predominant public source for in-depth information, forms, documents or online services necessary to conduct business with and receive information from the City; and

**WHEREAS**, the City supports the use of social media technology to enhance communication, collaboration, and information exchange to meet the mission and goals of the City; and

**WHEREAS**, a Social Media Policy outlines the guidelines for responsible and ethical use of social media platforms by the City's employees, ensuring a positive online presence that aligns with the City's values and protects the City's reputation; and

**WHEREAS**, the City has an overriding interest and expectation in deciding what is "spoken" on behalf of the City on social media sites;

**NOW THEREFORE, be it resolved by** the City Council of Santaquin, Utah as follows:

**Section 1.** The attached Santaquin City Social Media Policy is hereby adopted and approved for the use of social media on behalf of the City.

**Section 2.** This Resolution shall be effective immediately upon its passage.

Approved and adopted this 15<sup>th</sup> day of May, 2025.

---

Daniel M. Olson, Mayor

Councilmember Art Adcock	Voted
Councilmember Travis Keel	Voted
Councilmember Lynn Mecham	Voted
Councilmember Jeff Siddoway	Voted
Councilmember Brian Del Rosario	Voted

Attest:

---

Amalie R. Ottley, City Recorder

# **SANTAQUIN CITY SOCIAL MEDIA POLICY**

## **1. Purpose**

This Social Media Policy ("Policy") establishes guidelines for the establishment and use by the City of Santaquin ("City") of social media sites as a means of conveying information to members of the public.

The intended purpose of City social media sites is to disseminate information from the City about the City's mission, meetings, activities, and current issues to members of the public to ensure transparency.

The City has an overriding interest and expectation in protecting the integrity of the information posted on its social media sites and the content that is attributed to the City and its officials.

## **2. Definitions**

The following definitions apply to this policy unless the context clearly indicates otherwise.

"City Social Media Sites" means social media accounts within social media platforms, which the City establishes and maintains, and over which it has control of all postings, except for advertisements or hyperlinks by the social media site's owners, vendors, or partners. City Social Media Sites shall supplement, and not replace, the City's required notices and standard methods of communication.

"Comments" means content shared or expressed by members of the public in response to posts made by the City, on City Social Media Sites.

"Content" is a term which is interchangeable with the terms Posts, Postings, and Comments. Content relates to the information, articles, noticing, pictures, videos, or any other form of communication created by City content managers or by members of the public and posted on a City Social Media Site.

"Posts" or "Postings" means content created and shared using accessible, expandable, and upgradable publishing technologies, through and on the internet. This content includes but is not limited to information, articles, pictures, videos, or any other form of communication created by City content managers and posted on a City Social Media Site.

"Social Media Platforms" means internet accessible social interaction sites that are owned and operated by outside entities (i.e. not operated by Santaquin City) and made available on the World Wide Web. Examples of Social Media Platforms include, but are not limited to, Facebook, Instagram, X, Blogs, RSS, YouTube, LinkedIn, and Flickr.

“Trolls” are people who post or comment on Social Media Sites with what reasonably appears to be an intent to provoke an emotional reaction or argument by using inflammatory, irrelevant, or offensive comments or other disruptive content. They sometimes use false accusations to disrupt online communication or to gain attention.

### **3. General Policy**

- 3.1 The City's official websites at [www.santaquin.org](http://www.santaquin.org), and [www.santaquin.gov](http://www.santaquin.gov) (or department-specific website or any domain owned by the City) will remain the City's primary means of internet communication.
- 3.2 The establishment of any new City Social Media Site is subject to approval by the Mayor, or designee before the site is established, ensuring alignment with this Social Media Policy. Upon approval, City Social Media Sites shall bear the name and/or official logo of the City and/or the department logo for which it was established.
- 3.3 All content on City Social Media Sites shall be reviewed, approved, and administered by the Mayor, or designee.
- 3.4 City Social Media Sites shall clearly state that such sites are maintained by the City and that the sites must comply with the City's Social Media Policy.
- 3.5 City Social Media sites shall link back to the City's official website (or department-specific website or any domain owned by the City) for forms, documents, online services, and other information necessary to conduct business with or receive information from the City.
- 3.6 The Mayor, or designee, shall periodically monitor content on City Social Media Sites for adherence to both the City's Social Media Policy and the interest and goals of the City.
- 3.7 City Social Media Sites shall be managed consistent with the Utah Open and Public Meetings Act (Utah Code Ann. § 52-4-101 et seq. (1953 as amended)) ("the Act"). No person acting on behalf of the City shall use the site or any form of electronic communication in violation of, or to circumvent the provisions of, the Act.
- 3.8 The City reserves the right to terminate any City Social Media Site at any time without notice.
- 3.9 The City reserves the right to hide inappropriate public comments. Inappropriate comments or material may include but are not limited to content that is defamatory, promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender,

marital status, or status with regard to public assistance, national origin, physical or mental disability, or sexual orientation, as well as any other category protected by federal, state, or local laws. See section 4.10.

- 3.10 City Social Media Sites shall comply with usage rules and regulations required by the site provider, including privacy policies.
- 3.11 The City's Social Media Policy shall be displayed to users on the City Social Media Sites or made available by hyperlink.
- 3.12 All City Social Media Sites shall adhere to applicable Federal, State and Local laws, regulations and policies.
- 3.13 City Social Media sites are subject to the Utah Public Records Act. Any content maintained on a City Social Media Site that is related to City business, including a list of subscribers, posted communications, and any communications submitted for posting, may be considered a public record and subject to public disclosure. All Postings, Comments, etc. on City social media sites shall be recorded, archived, and maintained consistent with the Public Records Act.
- 3.14 Employees representing the City, on City Social Media Sites shall conduct themselves at all times as professional representatives of the City and in accordance with all City policies.
- 3.15 All City Social Media Sites shall utilize authorized City contact information for account set-up, monitoring, and access. The use of personal email accounts or phone numbers by any City employee is not allowed for the purpose of setting up or responding on behalf the City on any City Social Media Site.
- 3.16 City Social Media Sites may contain content, including but not limited to, advertisements or hyperlinks over which the City has no control. The presence of such advertisements and/or hyperlinks placed on City Social Media Sites by the social media site's owners, vendors, advertisers, or partners does not constitute endorsement by the City or any of its officials, officers, employees, or agents.
- 3.17 The City reserves the right to change, modify, or amend all or part of this policy at any time.

#### **4. Content Guidelines**

- 4.1. All content of City Social Media Sites shall pertain only to City-sponsored or City-endorsed notices, programs, services, or events, or nonprofit organizations that exist to directly support City facilities, functions, operations, and personnel. Content includes, but is not

limited to, information, noticing, photographs, videos, and where appropriate, hyperlinks.

- 4.2. Content posted to the City's Social Media Sites will contain hyperlinks directing users back to the City's official websites (or department-specific website or any domain owned by the city) for in-depth information, noticing, forms, documents, or online services necessary to conduct business with or receive information from the City of Santaquin, whenever reasonably possible.
- 4.3. The City must have or obtain full permission or rights to any content posted by the City, including photographs and videos, before posting the same. The City does not relinquish any property rights by posting content on such sites.
- 4.4. Any employee authorized to post items on any of the City's Social Media Sites shall review, be familiar with, and comply with the social media site's use policies and terms and conditions. Accordingly, any employee authorized to post items on any of the City's social media accounts shall review, be familiar with, and comply with this Social Media Policy and with its terms and conditions.
- 4.5. The City's Social Media Sites are for informational purposes only. No employee authorized to post items on any of the City's Social Media Sites shall express his or her own personal views or concerns through such Postings. Instead, Postings on any of the City's social media sites by an authorized City employee shall only reflect the approved policies of the City.
- 4.6. Postings must only contain information that is freely available to the public and that is not confidential in nature as defined by any City policy or State or Federal law.
- 4.7. All postings will be written in the City's first language of English to ensure consistency and clarity in communications. However, we recognize the diverse linguistic needs of our residents. Where practicable, City staff may utilize language translation tools available on each platform to correspond with residents in their preferred language. Our goal is to foster effective communication and accessibility for all members of our community.
- 4.8. Except as required by the Government Records Access and Management Act ("GRAMA"), Postings may NOT contain names, telephone numbers, addresses, birth dates, social security numbers, etc., except for the names of employees whose job duties include being available for contact by the public.
- 4.9. City content managers shall not comment or post from their personal

accounts as though they were or are acting as a representative of the City or give the appearance of representing the City in their personal posts or comments. Staff are encouraged to be mindful of whatever is discussed on an online platform, whether in a personal or professional capacity, and that their comments can be tied back to their employment with and representation of the City.

- 4.10. Postings to City Social Media Sites shall NOT contain any of the following:
  - 4.10.1 Petitions, endorsements, advocacy, support of or opposition to political campaigns or candidates, or other political messages. City social media accounts must remain politically neutral.
  - 4.10.2 Profane language or content;
  - 4.10.3 Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, or status with regard to public assistance, national origin, physical or mental disability, or sexual orientation, as well as any other category protected by Federal, State, or Local laws;
  - 4.10.4 Sexual content or links to sexual content;
  - 4.10.5 Solicitations of commerce;
  - 4.10.6 Encouragement of illegal conduct or activity;
  - 4.10.7 Information that may tend to compromise the safety or security of the public or public systems; or
  - 4.10.8 Content that violates a legal ownership interest of any other party.
- 4.11. The City encourages positive interactions on its Social Media Sites and expects all comments and messages to be treated with respect. Comments by the public must comply with the following personal conduct regulations. Comments that violate these regulations will be hidden from public view:
  - 4.11.1 Comments must be civil and may not contain slanderous, libelous, malicious, offensive, threatening, profane, or insulting language.
  - 4.11.2 References to the personality of individuals or personal attacks will not be permitted.
  - 4.11.3 Comments must be within the scope of the topic of the original Post or Posting.

- 4.11.4 Repetitive or duplicate posts may be removed to maintain equity and ease of use for others.
- 4.11.5 Comments containing links to other websites or pages must be relevant to the topic of the original Post or Posting.
- 4.11.6 Comments cannot be attributed to a person other than the one posting the comment.
- 4.11.7 Participants are responsible for what they post. Comments must not breach any law or ordinance, including but not limited to those involving confidentiality, or copyright. Participants commenting must give credit to appropriate persons, etc. when required.
- 4.11.8 Neither spam nor unrelated links to other sites are permitted.
- 4.11.9 Neither advertising nor promotional announcements are permitted.
- 4.11.10 Comments that advocate illegal activity are not permitted.
- 4.11.11 Comments generated by Trolls will be removed. Trolls will be blocked and not allowed to participate in or post on City Social Media Sites.
- 4.11.12 Information that may compromise the safety, security, or proceedings of public systems, any criminal or civil investigations, or any member of the staff will be removed.
- 4.12 These guidelines shall be displayed to users or made available by hyperlink on all City Social Media Sites. Any content removed based on these guidelines must be retained, including the time, date, and identity of the poster, when available, in compliance with applicable record retention policies, laws, and ordinances.
- 4.13 The City reserves the right of the Mayor, or designee, to implement or remove any functionality of its Social Media Sites in order to further or comply with the provisions of this policy. This includes, but is not limited to, information, notices, articles, pictures, videos, or any other form of communication that is posted on a City Social Media Site.
- 4.14 Except as expressly provided in this Policy, City officials, officers, and employees accessing any City Social Media Site shall comply with all applicable City policies pertaining to communications and the use of the internet by employees, including email content.