



City of Petoskey Social Media Policy *Adopted November 20, 2017*

I. Background

The City of Petoskey encourages the use of social media technologies to enhance communication, collaboration, and information exchange in support of the City's mission. By openly sharing knowledge, best practices, and lessons learned, we can provide more effective solutions, and enhance efficiencies within the business of government. The City's social media pages, may include, but are not limited to Facebook, Twitter, Instagram, LinkedIn and You Tube are intended to serve as another way in which our community can connect and learn about City services, events and activities. Just like public meetings and the many other ways we engage one another, our social media pages are intended for our community to foster a dialog regarding topics that pertain to city business, and to have constructive discussions.

This policy is a guideline and terms of service for using the site for anyone commenting to the City's social media pages.

As technology evolves, this policy will evolve; but in general terms, the use of social media technology follows the same standards of professional practice and conduct associated with everything else we do.

II. Purpose

The purpose of this policy is to provide guidelines to the general public when commenting on the City of Petoskey's social media pages.

III. Definition

For the purpose of this policy, social media refers to venues that integrate technology, community, and the sharing of words, pictures, videos and audio. This may include, but is not limited to:

- Multimedia and social networking sites such as Facebook, Twitter, Flickr, Tumblr, Reddit, Instagram, Snapchat and You Tube;
- Social networking sites with an emphasis on professional exchange of information and development of business, such as LinkedIn;
- Blogs, microblogs, wikis, message boards, comment sections, social bookmarking web sites and other community-based sites or collaboration tools;
- Social commerce postings, product and/or experience reviews such as Amazon, Facebook groups and Craigslist; and
- Other sites where information (text, images, video, sound or other files) can be uploaded or posted).

IV. Section I – General Public Use Policy

When engaging with the City through social media you agree to the following General Public Use Policy. This policy shall apply to all users of the City's social media pages.

Comments noting the positives about our city are always welcome of course, but so too are constructive criticisms. The City actively monitors its social media pages and takes your input seriously; so we encourage everyone to be respectful and thoughtful in their comments.

We understand that social media is a 24/7 medium; however, our monitoring capabilities are not. We may not see every inappropriate comment right away, so we must rely on the maturity of our community to ignore personal attacks and negative speech or respond politely. A posted comment (which could be in the form of text, image, video or hyperlink) is the personal opinion of the original author – not of the City of Petoskey – and publication of a comment does not imply endorsement or agreement by the City of Petoskey.

You are fully responsible for everything you submit in your comments, so please remember that all posted comments are in the public domain. Comments may be retained by the City of Petoskey and may be subject to disclosure, if requested under the Freedom of Information Act. The City of Petoskey will not edit but reserves the right to delete comments that are deemed to violate the following criteria:

- a. Comments not related to City business or not related to the original posted social medium content being commented upon;
- b. Comments in support of, or in opposition to, political campaigns, candidates, political parties or a stance on ballot proposals;
- c. Personal attacks on individuals or groups that contains offensive content or language which target racial, ethnic, or religious groups, gender, sexual orientation or disability status;
- d. Violent, sexual, racist, discriminatory, obscene, or profane language or content;
- e. Comments that physically threaten any person or organization;
- f. Comments that contain random or unintelligible text;
- g. Information that may compromise the safety or security of the public or public systems;
- h. Copyrighted material or other content that violates the legal ownership interest of another party;
- i. Commercial advertisements for products or services;
- j. Comments that suggest or encourage illegal activity;
- k. Multiple, off topic posts or repetitive posts that are copied and pasted;
- l. Anonymous postings, or multiple postings by the same user or individual using a fictitious or different name;
- m. Posted content that contains personal information, including, but not limited to, identification numbers, phone numbers, e-mail addresses, or information that is confidential by law or regulation.

The City reserves the right to ban and/or block users who violate the above policy and guidelines.

Social media content posts may include content or hypertext links to information created and maintained by public or private sources. When viewing content or a link outside of the City's social media page, users are subject to security and privacy policies of the host website. The City is not responsible for, and cannot control, the content on third party sites. The City does not control nor guarantee the accuracy or completeness of information contained in external content or hypertext links linking to or from third party websites, and such content, links, and websites are not intended to reflect the opinion or position of the City.

The City shall post the content of Section IV in a prominent location on the City's official website and/or on its social media pages. Placing a link on a social media page linking to the City's official website meets the requirements of this section.

V. Records Retention

Social media sites contain communications sent to or received by the City of Petoskey and its employees, and such communications are therefore public records subject to the Freedom of Information Act. These retention requirements apply regardless of the form of the record (i.e. digital text, photos, audio and video). The City shall preserve records pursuant to the extent required by law.