



SOCIAL MEDIA POLICY

Vineyard City recognizes that social media is a useful tool for communication between City government and citizens. It is Vineyard City policy to encourage the authorized use of social media to further the mission of the City and subject to the following rules and guidelines:

1. Except for the official social media presences/handles established by the Mayor, Vineyard City shall only establish an official presence/handle on social media platforms approved by the mayor/designee. The City's Communications Department or the City Manager's designee shall be responsible for the content and upkeep of each social media presence/handle maintained by that department. Only those individuals authorized by the mayor/designee shall be permitted to post or respond to comments on the approved platforms.
2. Vineyard City Mayoral office social media presences/handles may be established in a manner utilizing staff support, which allows for the transfer of the presences/handles to subsequent mayors and shall otherwise conform to the guidelines of this social media policy. Only the Mayor, or individuals authorized by the Mayor, shall post content using the Mayor's official presences/handles.
3. Vineyard City social media sites shall generally be used for (1) marketing/promotional channels which increase the City's ability to broadcast its messages to the widest possible audience, (2) public information updates, and (3) the dissemination of time-sensitive information as quickly as possible (example: emergency information).
4. Employees representing the City via social media outlets must conduct themselves at all times as a representative of the City and in accordance with all appropriate Vineyard City policies and standards, including but not limited to the Vineyard Personnel Policies and Procedures Manual ("Personnel Manual"). Employees found to have used social media in violation of this policy or the Personnel Manual may be subject to disciplinary action, up to and including termination.
5. City social media presences/handles shall be used only for communication of City-related information in accordance with the City's mission and shall not be used for personal purposes.



6. City social media presences/handles shall be established and used in compliance with federal, state and local laws, regulations and administrative rules.
7. Content posted via the City's social media presences/handles are subject to State of Utah public records laws. As such, Vineyard City is responsible for responding completely and accurately to any public records request for records created on social media platforms. If the information requested is available on the social media platform, referral of the requester to the site will generally constitute compliance with the request. Content related to City business shall be maintained in an accessible format and so that it can be produced in response to a request.
8. Utah state law and relevant Vineyard City records retention schedules apply to social media formats and social media content. Appropriate retention formats for specific social media content shall be determined by the City Recorder's Office.
9. The intended purpose of maintaining an official City presence on social media platforms is to facilitate communication between the City and members of the public. Vineyard City media site posting or comments containing any of the following content shall not be allowed: a. Content in support of or opposition to political campaigns or ballot measures; b. Profane language; c. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, veteran status, or sexual orientation; d. Sexual content or links to sexual content; e. Solicitations of commerce; f. Conduct or encouragement of illegal activity; g. Information that may tend to compromise the safety or security of the public or public systems; h. Content that violates a legal ownership interest of any other party; or i. Comments not topically related to the particular social media content being commented upon, including random or unintelligible comments.
10. The guidelines described above should be displayed to users or made available by hyperlink. A copy of any content removed based on these guidelines must be retained, including the time, date, and identity of the poster when available.
11. The City reserves the right to restrict or remove any content that is deemed to be in violation of this social media policy or any applicable law.
12. The social media tools that are currently approved for use by Vineyard City are Twitter, Facebook, Instagram, Tik Tok, and City-sponsored blogs. If the use of other social media platforms is desired, such use must be approved by the mayor/designee.
13. All content created or posted on a City social media site shall belong to the City.
14. A comment posted by a member of the public (or an employee of Vineyard City) on any social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, Vineyard City, nor do such comments necessarily reflect the opinions or policies of Vineyard City.

