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Social Media Policy

Purpose

The City of Perry Social Media Policy (“Policy”) is a guiding document that provides general guidelines that will govern the City’s participation in social media. It also provides guidance and protocols and defines roles and responsibilities for the content and administration of the City’s social media accounts.

Principles of Engagement

The City of Perry is committed to openness and transparency and the engagement of the Perry Community regarding City programs, services and policies. The City recognizes that social media provides valuable opportunities to communicate with stakeholders and provide timely, accurate, and relevant information. Further, the City has an inherent interest in being part of on-line conversations pertaining to the City in order to proactively address community issues and build the Perry Brand.

The City supports the following principles in the administration of social media:

- Community engagement
- Timely, accurate, and responsive information
- Positive public image
- Transparency and accountability

Social Media Accounts Generally

The City will maintain multiple social media accounts and explore opportunities for new accounts as they arise. Social media sites must:

- Benefit the Citizens of Perry
- Enhance City of Perry operations and communications
- Operate at reasonable cost to the City of Perry

The City’s website (<http://www.perry-ga.gov/>) will remain the City’s primary and predominant internet presence. The most appropriate uses of social media tools are as informational channels to increase the City’s ability to broadcast its messages to the widest possible audience.

Wherever possible, content posted to the City’s social media sites must contain hyperlinks directing users back to the City’s official website for in-depth information, forms, documents or online services necessary to conduct business with the City of Perry.

The City reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.

Content

The content and conversations on City social media accounts should be professional and intended to inform and engage. Information posted by the City must be accurate, relevant and consistent with



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established City policies and ordinances. Only properly authorized staff or vendors will post content and comments on the City's social media sites. Administrators of City social media sites will adhere to confidentiality requirements as needed and not provide any information that may be detrimental to the City, to City of Perry Elected Officials, or to City of Perry Staff. Site administrators must ensure that privacy, confidentiality, copyright and data protection laws are respected.

Inappropriate Content

The site administrator may moderate any City of Perry social media account with unsuitable content as described below, and may block/ban network members as necessary. This will be stated in a disclaimer on each City of Perry social media site. Some examples of inappropriate content include but are not limited to the following:

- comments that are profane, abusive, threatening, harassing, intimidating, hateful or intended to defame any person or organization
- content considered to be disrespectful or insulting to City officials, staff or representatives
- comments that suggest or encourage illegal activity
- 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, gender identity or sexual orientation
- sexual content or links to sexual content
- content posted by persons whose profile picture or avatar, username or e-mail address contains any of the aforementioned unsuitable content
- solicitations or advertisements, including promotion and endorsement of any financial, commercial or non-governmental agency
- information that may compromise the safety or security of the public, a public facility, or a public event
- public disclosure of personal and confidential information
- religious and political messages
- promotional messages for personal gain or personal solicitation
- harmful software, viruses, Trojan horses or malware in any form
- data that could reasonably be expected to cause, directly or indirectly, strain on any computing facilities, or interfere with others' use of the service, such as chain letters and mass mailings (spam)
- commercial endorsement or solicitation
- inappropriate jokes, slurs, or innuendos
- content for the purposes of promoting a candidate for any elected or appointed office
- content that violates intellectual property rights of any other party



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Negative Comments

The City invites all stakeholders and interested parties to share and discuss their opinions provided that all comments remain respectful. The site administrator will respond to questions and comments that are consistent with the City's social media guidelines and policy, and will do so within a reasonable timeframe.

Some level of criticism is expected, and this presents an opportunity to participate in the ongoing conversation, correct misinformation and deliver or enhance services. Negative comments should be responded to using constructive feedback rather than censorship. It is sometimes appropriate, within the professional judgment of the site administrator, to allow public commentary to take its course without City intervention. Appropriate responses to negative content are discussed in the City of Perry Social Media Strategy.

Disclaimer & Terms of Use

Each City of Perry social media site will contain the below disclaimer:

This site is maintained by the City of Perry for the purpose of providing information and engaging the community. It is informal and should not be considered official communication from the City. For official information on the City of Perry and its programs, services and policies, please visit <http://www.perry-ga.gov/>. The views of external participants commenting on this site do not necessarily represent those of the City of Perry.

The City monitors this site during regular business hours, Monday to Friday, 8:00am-5:00pm, excluding City holidays, however, we cannot commit to replying to all comments or moderating all discussions on this site.

All information provided by the City of Perry on this site is for informational purposes only and is subject to change without notice.

This site may also contain information that is posted here by a variety of public sources. Except as otherwise noted, these are the personal responsibility of the persons who post the entries. In no event shall the City of Perry be held responsible or liable, directly or indirectly, for any damage or loss in connection with the use of or reliance on any posting, content or information provided by another party on this site.

The City of Perry reserves the right, without notification and at our sole discretion, to remove any objectionable content posted by the public. Objectionable content includes, but is not limited to: personal attacks and harassment of any kind; pornography; language that is considered threatening, defamatory, abusive, vulgar, hateful or racist; content that suggests or encourages illegal activity or incites violence. We may delete comments that are spam, are clearly "off topic" or that promote services or products.



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Comments that make unsupported accusations will be taken out of the discussion. Any individual who repeatedly violates the terms of this policy will be blocked from posting to this page.

The appearance of external links on this page does not represent official endorsement by the City of Perry.

The City does not accept responsibility for ads, videos, promoted content or comments accessible from any external website and we do not control or guarantee the accuracy, relevance, timeliness or completeness of information contained on a linked website. We do not endorse the organizations sponsoring linked websites or the views they express or the products/services they offer.

Users are hereby notified that they are fully responsible for the content they provide on this site or any related links. The user is responsible for all copyright and intellectual property laws associated with this content.

The City has taken reasonable precautions to ensure there are no viruses associated with this page and advise we are not responsible for any loss or damage resulting from your use.

Facebook, Twitter, and YouTube are third party service providers that may collect, store, and manage your personal information whenever you access and use this site. Please refer to their terms of service and/or privacy statements for particulars. Note that the City of Perry has no control over what is done with your personal information.

If you have any questions about the City's collection of personal information through this page please contact the City at (478) 988-2754.

Copyright Adherence

Intellectual property issues (e.g., copyright, trademark, brand names, logos, moral rights to a work, etc.) exist and must be respected. Proper permission to use others' intellectual property will be obtained prior to usage.

Personal Use

The City of Perry social media presence and social media sites/accounts are for City of Perry purposes only and will not be used for personal use. Outgoing messages of a personal nature will not be posted on the City's social media. Only the site administrator posts City content to City social media sites. Other City employees are not permitted to represent the City on these sites. City employees who participate in conversations on the City's social media sites do so as third party participants and, as such, are personally responsible for their comments, usernames and information posted.



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Administration

Designated City staff or outside vendor will serve as the site administrator for the oversight and administration of social media for the City of Perry. All City activity on social media will be take place through this administrator and, ultimately, the City Manager and Mayor and Council.

Control of Content

The site administrator works collaboratively with staff to ensure that information published online about activities is accurate, easy to understand and responsive to public inquiries. The site administrator reserves the right to edit or remove content from City social media sites where it is deemed unsuitable, inappropriate or in violation of this Policy.

The City will retain any content that is edited or removed from a social media site. The time, date and the reason it was edited or removed will be recorded.

Information Flow

The site administrator relies upon City departments to provide ongoing information as content for keeping the sites up-to-date. The site administrator is responsible for ensuring the clarity and relevance of posted content. Each department will appoint an employee from its full-time staff to be responsible for online content relevant to that department and to serve as the contact person for new requests.

Content Retention and Open Records

City of Perry social media accounts and sites are subject to the Georgia Open Records Act and the U.S. Freedom of Information Act. Any content maintained on a social media website that is related to City business, including a list of subscribers or “friends,” is public record. As such, the City is responsible for responding completely and accurately to any public records request for public records on its social media activities. Content related to City business shall be maintained in an accessible format and so that it can be produced in response to an open records request. Whenever possible, City social media websites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.

Content will be retained in accordance with the appropriate Georgia Local Government Records Retention Schedules.

Monitoring

The site administrator will monitor City social media sites on an ongoing basis to track conversations and ensure that all content is in compliance with the Policy guidelines. Inappropriate content is immediately recorded for record-keeping purposes and deleted.

Oversight provided by the site administrator, generally:

- monitor social media sites to track public conversations on topics of interest to the City



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- respond to comments and inquiries as appropriate and in accordance with the established protocols
- consult regularly with designated representatives of City departments to collect content and package appropriately for the City's social media sites
- post City content to social media sites as necessary
- record any content that is inappropriate and remove said content from City sites
- report regularly on the results of all monitoring and measurement activity
- ensure social media activity coincides with established City of Perry policies, ordinances, communication networks, etc.