

## **City of Rochester Hills**

### **Social Media Policy**

#### **Purpose**

- To address the fast-changing landscape of the Internet and the ways in which residents communicate and obtain information online, the City of Rochester Hills (the "City") encourages the use of social media to reach a broader audience in order to further the mission and goals of the City and the objectives of its departments, where appropriate.
- The intended purpose behind establishing City social media sites is to disseminate information from the City, about the City, to its citizens.
- For purposes of this policy, "social media" is understood to be content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media include Facebook, Twitter, Instagram, YouTube, and LinkedIn. For purposes of this policy, "comments" include information, articles, pictures, videos or any other form of communicative content posted on a City of Rochester Hills social media site or as online posts to newspaper articles or blog.

#### **Policy**

- The establishment and use of City social media sites are subject to approval by the Mayor.
- The City's website will remain the City's primary and predominant Internet presence.
- The best, most appropriate City uses of social media tools fall generally into two categories:
  - As channels for disseminating time-sensitive information as quickly as possible (example: emergency information);
  - As marketing / promotional channels which increase the City's ability to broadcast its messages to the widest possible audience.
- Wherever possible, content posted to City social media sites should contain links 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.
- City social media sites are subject to the Michigan Freedom of Information Act (FOIA). Any content maintained in a social media format that is related to City business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure, and therefore, subject to the City's Record Retention Policy.
- Wherever possible, City social media sites shall clearly indicate that any articles and any other content posted or submitted for posting may be subject to public disclosure. Users shall be notified that public disclosure requests must be directed to the relevant City Departmental FOIA Coordinator.

- The City reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law. Any content removed based on these guidelines must be retained in accordance with the FOIA and records retention policy.
- These guidelines must be displayed to users or made available by hyperlink.
- All City social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
- Comments on topics or issues not within the jurisdictional purview of the City of Rochester Hills or relating to the internal affairs or concerns of the City may be removed.
- All new social media tools proposed for City use must be approved by the Mayor.
- The following social media tools have been approved for use by the City: Facebook, Twitter, YouTube, Instagram, and LinkedIn.
- This Social Media Policy may be revised at any time.
- Comment Policy:
  - As a public entity, the City must abide by certain standards to serve all its constituents in a civil and unbiased manner.
  - The intended and primary purpose behind establishing City's social media sites is to disseminate information from the City, about the City, to its citizens, businesses, and other customers.
  - Comments containing any of the following inappropriate forms of content shall not be permitted on City social media sites and are subject to removal and/or restriction:
    - Off-topic comments not related to the original post, including random or unintelligible comments or repetitive posts;
    - Profane, obscene, violent, abusive, lewd, sexual, or pornographic content and/or language;
    - Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin;
    - Defamatory or personal attacks or bullying;
    - Threats to any person or organization;
    - Comments in support of, or in opposition to, any political campaigns, referendums or other ballot measures;
    - Solicitation of commerce including, but not limited to, advertising of any business or any service or product for sale;
    - Conduct in violation of any federal, state or local law;
    - Encouragement of illegal activity;
    - Information that may tend to compromise the safety or security of the public or public systems;

