



# City of Dearborn Heights Social Media Policy For Staff

## Purpose

- To address the fast-changing landscape of the internet and the ways in which residents communicate and obtain information online. The City of Dearborn Heights 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.
- 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, 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 Dearborn Heights social media site or as online posts to newspaper articles or blogs

## Responsibilities

- Employees, contractors, consultants, and vendors must report unauthorized uses of City social media or City social media accounts to their supervisor or other appropriate City personnel, as the case may be
- 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
  - 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 will also be available on the City’s website
- 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
- Individual departmental social media pages (e.g. Facebook) shall present a consistent “look and feel”
- Employees, contractors, consultants and vendors representing the City government via City social media sites must, while acting in such capacity, conduct themselves as a representative of the City and in accordance with all City policies
- For each social media tool approved for use by the City, the following documentation will be developed and adopted:
  - Operational and use guidelines;
  - Standards and processes for managing accounts on social media sites;
  - City and departmental branding standards;

- Enterprise-wide design standards;
- Standards for the administration of social media sites.
- The following social media tools have been approved for use by the City: Facebook, Twitter, Youtube, and LinkedIn

## Policy

This policy may be revised at any time.

- 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
  - Comments not related to the original topic, including random or unintelligible comments;
  - Profane, obscene, violent, 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;
  - 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 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;
  - Content that violates a legal ownership interest, such as a copyright, of any party; or
  - Topics and information which are exempt from disclosure as provided for under the Michigan Open Meetings Act and FOIA
- A comment posted by a member of the public on any City social media site is the opinion of the commentator or poser only, and the publication of a comment does not imply endorsement of, or agreement by, the City of Dearborn Heights, nor do such comments necessarily reflect the opinions or policies of the City of Dearborn Heights
- The City reserves the right to deny access to City social media sites for any individual, who violates the City of Dearborn Heights Social Media Policy, at any time and without prior notice
- Departments shall monitor their social media sites for comments requesting responses from the City and for comments in violation of this policy
- When a City employee or authorized contractor, consultant, or vendor responds to a comment, in their official capacity as a city representative, the individual's name and title should be made available, and the individual shall not share personal information about themselves, or other city employees, contractors, consultants, or vendors

All comments posted to any City facebook site are bound by Facebook's Statement of Rights and Responsibilities, located at <http://www.facebook.com/terms.php>, and the City reserves the right to report any violation of Facebook's Statement of Rights and Responsibilities to Facebook with the intent of

Facebook taking appropriate and reasonable responsive action. This policy shall also apply to other City social media sites containing similar Statements of Rights and Responsibilities, or Codes of Conduct.