

Social Media Policy for the City of Winchester

The purpose of the policy is to establish guidelines on the use of social media across websites associated with The City of Winchester, moving forward to be known as "City".

The City will use social media sites as a means of conveying information to residents and visitors as well as promoting City programs and services.

The intended purpose of establishing social media pages for the City is to establish interactive communication platform and to disseminate information from the City and about the City to its residents and visitors. This policy is also intended to mitigate associated risks from use of social media technology where possible.

The City has an overriding interest and expectation in protecting the integrity of information posted on its social media pages and deciding what is "spoken" on behalf of the City. This policy applies wholly to the City and all City employees who use social media sites and/or technology on behalf of the City.

All questions relating to this policy should be directed to the City Administrator.

Site Management and Content

Social media sites approved for official use by the City include the official City's website and associated page content & Facebook, with other social media sites to be decided as needed. All approved social media sites must provide a mechanism for designated employees to remove posts or prevent the posting of content that violates this policy.

The City's designated staff shall administer and monitor the City's social media pages and shall maintain all login and password information. A Master Authorized Administrator (City Administrator) over authorized staff will be responsible for overall social media content, login and password administration.

The City's social media pages are to be used for informational purposes and all content must pertain to the City and/or City business, programs, services or events. The City shall have full permission and rights to any content posted by or on behalf of the City, including all photographs and videos.

City designated staff will be responsible for posting content on the City's social media pages on behalf of the City, monitoring content, responding to comments where appropriate, and ensuring adherence to this policy. Designated staff must review the City's social media pages on a daily basis to ensure proper updates. All photos posted by the City on its social media pages shall be for use in marketing and promotion of the City programs and services. Under no circumstances will the City use photos of individuals who expressly ask that their photos not be made public.

Employees representing the City and posting content on behalf of the City on its social media pages must conduct themselves at all times as a representative of the City and in accordance with all City policies. Employees found in violation of this policy may be subject to disciplinary action, up to and including termination of employment.

This policy may be revised at any time upon approval of the City Administrator. Every attempt will be made to provide prior notice of any changes. However, when deemed necessary in order to fully protect the City's interests of the public, and to more fully protect the safety of the public, including employees governed by this policy, then this policy may be changed without notice.

Comment and Response Policy

Many social media sites permit and invite posts and comments by site users. By permitting use of this feature, the City does not intend to create a general public forum, and all comments and posts must comply with this policy. The City's Terms of Use, as set forth below, must be displayed on any City social media page or made available by hyperlink.

In accordance with State law, messages created on the system have the same classification and are accessible to the public as though they were written memorandums. The Missouri Statutes, Sections 109.080, 109.090 and 610.010 et seq., provide that state, county and municipal government records regardless of physical form or characteristics" must be made available for personal inspection by any citizen of Missouri. Only limited exceptions are authorized by the Data Practices Act.

The City intends for its use of any social media to relate solely to matters of City business. A comment or post by a member of the public on any City social media page is the opinion of the commenter or poster only and does not imply endorsement of agreement with, or reflect the opinions or policies of the City.

The following posts or comments that are inappropriate and are subject to removal or restriction by the City:

- Profane, obscene, violent, offensive images or jokes, pornographic content and/or language.
- Content that promotes, fosters, or perpetuates discrimination or harassment on the basis of race, creed, color, age, religion, gender, national origin, sexual orientation or any other category protected by local, state or federal law.
- Defamatory, derogatory or personal attacks on any City employee or official.
- Threats to any person or organization or encouragement of illegal activity.
- Information that tends to compromise the safety or security of City employees, the public systems or the City's technology resources .
- Content that violates any legal ownership interest , such as a copyright or trademark.

- Content containing personal information such as home addresses, phone numbers, social security numbers, dates of birth or driver's license numbers.
- Solicitation of commerce, including any advertising or business services or products for sale.
- Content that violates any federal, state or local laws.
- Comments in support of, opposition to, any political campaigns or ballot measures.
- Comments not related to City posts, business, information, announcements, events or comments not related to the original topic, including random or unintelligible posts.
- Comments or posts on topics or issues not within the jurisdictional purview of the City.
- The above list is not necessarily exhaustive and the City reserves the right to remove or restrict any post or comment that violates the purpose or spirit of this policy.
- Any employee authorized to post on the City's social media pages shall use his or her best judgement in deciding whether or not to respond to a post or comment, and shall avoid engaging any user in an argumentative or offensive manner. Any response by an authorized employee made on behalf of the City shall comply with all terms of this policy. Content in any post or response made on behalf of the City shall not specifically refer to any City vendor, supplier, member, contractor, or official without the approval of the City Administrator.

In addition, designated staff must immediately alert the City Administrator to any potential content posted on the City's social media pages that violates this policy.

Content posted by designated staff on the City's social media pages shall be during normal business hours unless previously approved by the City Administrator's appointed managers.

Any employee authorized to post content to the City's social media pages shall not express his or her own personal views or concerns. Rather, posting of content by any authorized employee shall only reflect the views of the City.

Any employee authorized to post on the City's social media pages shall review, be familiar with and comply with this policy and the social media site's use policy and terms and conditions.

The City reserves the right to have any content restricted or removed if deemed to be in violation of this policy or any applicable federal, state or local law. Any such removed content must be retained consistent with the Public Records Act, where applicable, and/or the City's document retention policy, including the date, time and identity of the poster, when available.

General Policy

The City's official website at www.city.winchester.mo.us will remain the City's primary source and means of internet communication . To the extent possible , a link to the City's official website shall be included on any City social media page. Wherever possible, City social media pages should be linked back to the official City website for forms, documents, online services and other information necessary to conduct business with the City. Information posted by the City on social media pages will supplement and not replace required notices and standard methods of communication.

Not all forms of social media may be appropriate for use by the City and any social media pages established on behalf of the City must be approved by the City Administrator. Consideration shall be given to the overall nature, theme and suitability for use for City purposes .

City social media pages should make clear that they are maintained by the City and state that they follow the City's social media policy. To the extent possible, the policy must be displayed to users or made available by hyperlink.

Adopted by the Board of Alderman August 12, 2020.

Social Media Terms of Use

*This is a copy of the Terms of Use for the City of Winchester's Facebook Page.
If you have any questions or concerns please contact City Hall at (636) 391-0600*

Terms of Use Guidelines:

This is an official Facebook page of the City of Winchester in Winchester Missouri. This page has been created to provide information to people who live, work, and visit our area along with those with an interest in our city and our activity on Facebook. This page is monitored by members of the City of Winchester's Digital Communications Team.

This page is not monitored 24 hours a day or 7 days per week. **DO NOT USE THIS TOOL FOR THE REPORTING OF EMERGENCIES OR CRIMES/CRIMINAL ACTIVITY.** If you have an emergency, call 9-1-1 immediately.

Comments posted by people other than members of our agency are not to be considered the opinion of the City of Winchester nor does the City of Winchester endorse any third-party comments on this page.

We welcome a person's right to express his/her opinion and encourage posters to keep comments related to content on this page and content specific to posts you may be responding to/commenting on.

Do not use this page to report a crime.

This page is to be considered a Limited Public Forum. As such, we reserve the right to remove information posted by anyone that violates the 'Terms of Use' of Facebook along with those listed below.

Before posting on this page, please review the terms below: A posting on this page constitutes acceptance of these terms. If you post information related to a crime on this page, you may be placing yourself in the position of becoming a witness in court proceedings and identifying yourself to anyone as a witness.

We reserve the right to remove and/or block anyone who posts inappropriate material as determined by us. We reserve the right to remove any comments that are inappropriate or offensive, including comments that: defame, abuse, harass, stalk, threaten or violate the legal rights of others, include racism, hatred, slander, threats, obscenity, violence, vulgarity, spam or advertisements or the promotion of those, have personal information about another person or that violate a person's privacy interests, include copyrighted material belonging to another person, contain links to inappropriate or offensive websites, content that incites violence or references killing anyone, content that is repetitive or duplicative, content that is commercial.

The City of Winchester does not allow posting of photos or videos by anyone other than members of our agency without prior approval.

If you have photos or videos you'd like to share on this page, message us on Facebook or contact us at cityhall@city.winchester.mo.us

Postings are subject to all applicable Federal, State of Missouri, and Winchester legislation.