



## City of Centerville

Brooks A. Compton, Mayor | Wayne S. Davis, City Manager

### Social Media Policy

1. Identified City staff runs social media accounts on Facebook, Twitter and Instagram and may add accounts on other platforms that fit into the overall communications scope for Centerville. The Communications Director and City Manager coordinate any accounts added. All accounts promote and inform the public on City news and events, the Centerville Police Department, the Golf Club at Yankee Trace, Benham's Grove and the Centerville Farmers Market.
2. Each social media entry on a City-sponsored website or social media site should contain relevant and informative content on specific topics related to Centerville current or potential community services, events, community development or economic development activity. Content should be concise, clear, professional and relatively informal.
3. The Communications Director is responsible for social media integration but may assign others within the organization to make individual posts on the City's social media tools. Before any particular digital or social media tool is implemented or used, the Communications Director will work with departments, in coordination with the City Manager, to determine if that tool is a good fit.
4. The Communications Director will coordinate postings with other City departments to ensure content is posted in a relevant, accurate and timely manner. The Communications Director will also maintain a list of web pages and social media accounts approved by the City, as well as their login and password information, and monitor these sites to ensure adherence to the Communications Policy.
5. The vast majority of posts on external social media platforms (ex: community pages) will not require a reply by a City staff representative. When replies to comments on the City of Centerville's social media pages become necessary, the staff person replying should attempt to answer the question and politely explain or educate when necessary. Responses should include links to the City's website for more information whenever possible. Staff members with media responsibilities may post City information or respond to a blog or external social media posting only after discussing the situation, producing a draft written response and receiving approval to post the draft response from the City Manager or designee or Communications Director.
6. The Communications Director under direction from the City Manager or designee shall have the discretion to temporarily or permanently disable or terminate a City website or social media account.
7. The City should only share other accounts on its pages if the accounts are those of other government entities, if the account belongs to an association of which the City is a dues-paying member or if the City has contracted with an organization in some fashion and the ability to link on social media is just an ancillary part of the contract and not the sole purpose of the contract. The City should limit the sharing of accounts on its social media platforms to avoid the unintended creation of public forums.
8. In accordance with the City's Records Retention Policy, the Communications Director will keep a list for at least a year of any comments or posts deleted in accordance with the Social Media Policy. Deleting or hiding comments or posts should be a last resort.
9. The Communications Director should set a profanity filter on social media accounts native to those platforms whenever possible.

10. The following information is a social media guide for administrators and should be posted publicly on City accounts if possible:

#### Social Media Guidelines

Thank you for being a fan of the City of Centerville. The City participates in social media to inform and engage individuals and organization within and surrounding our wonderful community.

Comments containing any of the following inappropriate forms of content shall not be permitted 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, sexual orientation, disability or national origin;
- Defamatory or personal attacks;
- Threats to any person or organization;
- Vulgar, distasteful or disrespectful comments;
- Comments in support of, or in opposition to, any political campaigns or 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;
- Repetitive or duplicative posts by single or multiple users.
- A comment posted by a member of the public on any City of Centerville 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, the City of Centerville, nor do such comments necessarily reflect the opinions or policies of the City.
- The Communications Director in coordination with the City Manager shall monitor its social media sites for comments requesting responses and for comments in violation of this policy.
- Anyone with questions related to the operation of this social media account, please contact the City of Centerville at (937)433-7151.