

Internal Social Media Policy

Purpose

This document defines the social networking and social media policy for the City of Grain Valley and official departmental pages managed by the Public Information Officer (PIO). To address the fast-changing landscape of the internet and the way residents communicate and obtain information online, the city may consider using social media tools to reach a broader audience. The city encourages the use of social media to further the goals of the city and the missions of its departments, where appropriate.

PERSONAL VS. PROFESSIONAL GUIDELINES

Personal Use

All employees may have personal social media sites. These sites should remain personal and share personal opinions. While city employees may have a First Amendment right to comment on some City issues that are of significant public concern, employees should know that posts about City issues that are closer to employment complaints or human resource concerns may not be protected. Employees should be mindful of the distinction between sharing personal and the City's views.

City employees must never use their work e-mail account or password in conjunction with a personal social media site. The following guidance is for city employees who decide to have a personal social media or who decide to comment on posts about official city business:

- State your name and, if relevant, role, when discussing city business;
- Use a disclaimer such as: "The postings on this site are my own and don't reflect or represent the opinions of the City for which I work."

Professional Use

All official city-related communication through social media should remain professional in nature and should always be conducted following the City's social media policy, practices, and expectations. Employees must not use official City social media platforms for political purposes, to conduct private commercial transactions, or to engage in private business activities.

Only individuals authorized by the City's Public Information Officer may publish content to the city's online platforms.

City social media accounts will only join a group or become a fan of a page if it is related to official City business, services, and/or events. Whenever possible, City social media sites should link back to the official City of Grain Valley website for forms, documents, online services and other information necessary to conduct business with the City of Grain Valley.

POSTING

Official social media sites need to be clear and precise and follow industry best practices for posting updates. All content posted to city social media platforms should be:

- Relevant – Information that engages residents and pertains to their daily lives
- Timely – Pertains to deadlines, upcoming events, or current news
- Actionable – Prompts residents to take action

Please refer to the official brand guide for specific guidelines on the content format.

What Not to Post:

City employees may not publish content on the city's social media sites that include:

- Confidential information regarding the City of Grain Valley or its operations
- Slander of the City of Grain Valley, its citizens, employees or elected officials
- City photos or logos for personal social media posts or otherwise, unless granted permission to do so by the PIO
- Profane, racist, sexist, threatening or derogatory comments
- Partisan political views
- Commercial endorsements or SPAM

RETENTION

Social media sites are subject to applicable public records laws. Any content produced or maintained on the city's social media sites, including communication posted by the city and communication received from citizens, is a public record. Any content maintained in a social media format that is related to City business, including a list of subscribers, and posted communication, is a public record.

Any content removed based on these guidelines must be retained according to the Missouri Secretary of State's records retention and disposition schedules, including the time, date, and identity of the poster, when available. Inappropriate content must be sent to the PIO so it can be documented and retained. If content that could affect a police investigation is deemed inappropriate on a City site, the content should be forwarded to the Grain Valley Police Department before it is removed.

REGISTERING A NEW PAGE

All City of Grain Valley's social media sites shall be (1) approved by the Public Information Officer, (2) published using approved social networking platforms and tools, and (3) administered by the PIO or a designee.

DEREGISTERING AN EXISTING PAGE

If a social media page is no longer of use, (1) notify the Public Information Officer, (2) ensure records have been archived according to city guidelines, (3) unpublish and delete the page.

External Social Media Policy

Purpose

To build communication and trust with our residents and visitors and encourage participation through comments and feedback. However, 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.

GOALS

The City aims to effectively use social media platforms to:

- Provide information
- Support community engagement and outreach
- Support marketing and promotional campaigns
- Frame the public conversation around city business
- Assist with recruitment efforts

Please be aware that when engaging with the city through social media, you agree to the following:

MODERATION OF THIRD-PARTY CONTENT

The City does not necessarily endorse, support, sanction, encourage, verify or agree with Third Party comments, messages, posts, opinions, advertisements, videos, promoted content, external hyperlinks, linked websites (or the information, products or services contained therein), statements, commercial products, processes or services posted on any Social Media Site.

The City's social media sites serve as a limited public forum and all content published is subject to preservation and disclosure in accordance with the state public record law. User-generated posts may be rejected or removed if the content:

- Contains obscenity
- Incites or promotes violence or illegal activities
- Contains spam or links to malware
- Promotes illegal discrimination (e.g. race, creed, color, sex, national origin, religion, age, sexual orientation, gender identity, marital status or mental or physical disability)
- Contains actual defamation or profanity
- Uses the copyrighted work of another

We do not allow information intended to compromise the safety or security of the public or public systems. You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.

EMERGENCY POSTINGS

City social media accounts are not monitored 24/7, and as such, posts and responses should not be immediately expected. Accounts are typically monitored during normal business hours,

designated as weekdays from 8 a.m. to 5 p.m., excluding holidays. Due to this, users are advised NOT to use the City's social media accounts to report a crime or emergency. Crime reports and requests for police, fire or emergency medical assistance must be made by dialing 9-1-1.

PHOTO POLICY

On occasion, our staff may photograph participants in city programs or at community events. Please be aware that these photos are for our use only and may be used in future brochures, flyers, or on our online platforms. By registering or attending recreational/public programs, you agree to allow the publication of any photos taken at any program, event or facility - unless stated otherwise.

To remove an image online of yourself and/or your child(ren), please contact the City's Public Information Officer at info@cityofgrainvalley.org.

The full Social Media Policy will be made available to users via www.cityofgrainvalley.org.