

CITY OF CLAYTON, OHIO

RESOLUTION NO. R - 06 - 14 - 42

A RESOLUTION APPROVING A SOCIAL MEDIA POLICY

WHEREAS, the City of Clayton maintains social media sites for both Facebook and Twitter;
and

WHEREAS, Council desires to adopt a Social Media Policy in order to effectively manage and
administer the City's social media sites.

**NOW THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF
CLAYTON, STATE OF OHIO:**

1. That the Social Media Policy appended hereto is hereby approved and adopted.

ADOPTED BY COUNCIL ON JUNE 5, 2014.

AUTHENTICATION:



Mayor (Presiding Officer of Council)



Clerk of Council

APPROVED AS TO FORM:



Law Director

CERTIFICATION OF PUBLICATION

This shall certify that that the text of the above referenced enactment or a summary thereof was
published once in the following newspaper and a summary posted in three places of public
access as designated by Council.

Name of newspaper Date of publication
Englewood Independent June 12, 2014



CLERK

ADMINISTRATIVE POLICY

(Issued June 5, 2014)

Resolution # R-06-14-42

SOCIAL MEDIA POLICY

I. PURPOSE

This policy establishes the City's procedures and guidelines for appropriate usage in the management, administration and oversight of social media in order to ensure that sites meet appropriate legal and professional standards.

II. POLICY

The intended purpose of City operated social media is to disseminate accurate information to the public. As such, the City has a vested interest and expectation of controlling what is stated on its' behalf as well as what is posted on a City social media site. In so doing, the city reserves the right to restrict or remove any media that is determined to be in violation of this policy or any applicable law.

III. DEFINITIONS

- A. Social Media/Social Media Site – Content created by authors, using accessible, expandable and upgradeable technologies through and on the internet including but not limited to Facebook, Twitter, etc.
- B. Comments – Information in the form of a text, picture, video, audio or any other form of communicative content posted on a city social media site.
- C. Site Moderator – Employee(s) authorized by the city to review, respond to and remove content posted on the city's social media site.

IV. MONITORING AND CONTROL

- A. All social media sites must clearly indicate that they are maintained by the city in accordance with its Social Media Policy and applicable federal, state and local laws, regulations and policies.
- B. Any solicited content posted on a social media format will be deemed as a public record subject to public disclosure.
- C. The site moderator is responsible for monitoring content on city social media sites to ensure adherence to this policy and in accordance with the following terms:
 - 1. Site Moderator(s) are assigned by the City Manager.
 - 2. Moderators are responsible for responding to comments and requests that are posted onto a city social media site and referring questions to members of the staff when the subject area is such so that it is appropriate.
 - 3. Site Moderators shall not share personal information about themselves or other city employees.

4. Content posted on a city social media site that is determined to be in violation of this policy is to be removed by the moderator, with a copy of the deleted comment maintained in a separate document.
- D. City Social Media Sites that permit interactivity should contain a disclaimer on the site that indicates that posted comments do not necessarily represent the views or position of the city.

V. PUBLIC COMMENT

- A. Comments posted that contain any of the following are prohibited and will be removed from the site by the site moderator:
1. Comments not topically related to the particular site, article or thread being referenced or unintelligible comments;
 2. Profane, defamatory or harassing language or content or any comments attacking or demeaning a specific individual or position;
 3. Content that specifically names any employee of the city;
 4. Comments submitted anonymously;
 5. Directly promote or advocate violence or the threat of violence;
 6. Sexual content or links to sexual content;
 7. Content that promotes, fosters or perpetuates discrimination on the basis of gender, race, creed, color, age, religion, sexual orientation, national origin or any other protected class under state or federal law;
 8. Conduct or encouragement of illegal activity;
 9. Comments in support of or in opposition to any political candidate campaigns or ballot measures;
 10. Information that may compromise the safety or security of the public or public systems;
 11. Solicitations of commerce; or promotion of private business enterprises;
 12. Content that violates a legal ownership interest, such as copyright, of any party; or
 13. Any content that the City of Clayton management deems inappropriate for any other reason.
- B. All public comments will be removed from the site within 30 days of submission and placed in a history file.

VI. THIRD PARTY SOCIAL MEDIA SITES

- A. All comments posted to any of the city's third party social media sites are bound by the third party social media's Statement of Rights and Responsibilities.
- B. The city reserves the right to report any violation of any third party social media site's Statement of Rights and Responsibilities so that the third party social media site can take appropriate and reasonable responsive action.