



Midvale City

Social Media Policy

1. PURPOSE

This policy sets forth guidelines for the use of Midvale City social media sites as a means of conveying Midvale City information to the public. The intended purpose is to disseminate information to the public in a civil and unbiased manner, to foster government transparency, community engagement, and to encourage the exchange of information online.

Midvale City has an overriding interest and expectation in deciding what is “announced” or “spoken” on behalf of the City on City social media sites. This policy establishes guidelines for the use of social media. The policy does not impact the current social media policy for employees.

2. DEFINITIONS

- 2.1 “Social media sites” means content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the internet. Examples of social media include, but are not limited to, Facebook, Twitter, YouTube, LinkedIn, and Instagram.
- 2.2 “City social media sites” means social media sites which the City establishes and maintains, and over which it has control over all postings, except for advertisements or hyperlinks by the social media site’s owners, vendors, or partners. City social media sites shall supplement, and not replace, the City’s required notices and standard methods of communication.
- 2.3 “Posts”, “Postings” or “Comments” means information, articles, pictures, videos or any other form of communication posted on a City social media site.

3. GENERAL POLICY

- 3.1 Midvale City’s website at www.midvalecity.org will remain the City’s primary internet presence.
- 3.2 These guidelines shall be displayed to users or made available by hyperlink on all City social media sites.
- 3.3 Content on City social media sites is subject to oversight by the City’s Communications Specialist.

- 3.4 City social media sites shall clearly state that such sites are maintained by the City and that the sites comply with the City's Social Media Policy. The City logo or branding shall be used on all social media accounts to confirm authenticity of the site.
- 3.5 Wherever possible, City social media sites should link back to the official Midvale City website for forms, documents, online services and other information necessary to conduct business with the City.
- 3.6 The City's Communications Specialist shall monitor content on City social media sites to ensure adherence to both the City's Social Media Policy.
- 3.7 When the Mayor comments or otherwise communicates on the City's social media sites, he/she should speak for the majority of the City Council and should clearly identify himself/herself as the author of the communication.
- 3.8 When the mayor comments or otherwise communicates as himself/herself or in his/her capacity as an individual member of the City Council on social media sites other than the City's social media site he/she should clearly identify that limited capacity.
- 3.9 Council members, other than the Mayor, shall not comment or otherwise communicate on the City's social media sites. Participating in online discussions may constitute a meeting under the Open and Public Meetings Act.
- 3.10 The City reserves the right to restrict or remove any content that is deemed in violation of the Midvale City Social Media Policy or any applicable law. Any content removed based on these guidelines must be retained by the Communications Specialist or designee for a reasonable period of time, including the time, date and identity of the poster, when available.
- 3.11 All City social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
- 3.12 Freedom of Information Act, Government Records Access and Management Act and e-discovery laws and policies apply to social media content and therefore content must be able to be managed, stored and retrieved to comply with these laws.
- 3.13 Midvale City social media sites are subject to State of Utah public records laws. 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. Content related to City business shall be maintained in an accessible format pursuant to City policy and practice so that it can be produced in response to a request. Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.
- 3.14 City social media sites may contain content including but not limited to, advertisements or hyperlinks over which the City has no control. The City does not

endorse any hyperlink or advertisement placed on City social media sites by the social media site's owners, vendors, or partners.

- 3.15 The City reserves the right to terminate any City social media site at any time without notice.
- 3.16 The City reserves the right to change, modify, or amend all or part of this policy at any time.

4. COMMENT/POSTING POLICY

Although Midvale City encourages posts and comments on the social media sites managed by the City, the sites are **limited public forums** and are moderated by City staff. The City reserves the right to deactivate the comment feature on City-affiliated social media sites, where applicable, at any time without prior notice.

- 4.1 A comment posted by a member of the public on any Midvale City 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, Midvale City, nor do such comments necessarily reflect the opinions or policies of Midvale City.
- 4.2 Comments containing any of the following inappropriate forms of content shall not be permitted on Midvale City social media sites and are subject to removal and/or restriction by the Communications Specialist or designee:
 - 4.2.1 Profane, vulgar, or obscene comments;
 - 4.2.2 Sexual content or links to sexual content;
 - 4.2.3 Comments not related to the original topic;
 - 4.2.4 Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, sex, national origin, religion, age, sexual orientation, gender identity, marital status or mental or physical disability;
 - 4.2.5 Defamatory attacks;
 - 4.2.6 Threats to any person or organization;
 - 4.2.7 Comments in support of, or in opposition to, any political campaigns or ballot measures;
 - 4.2.8 Solicitation of commerce, including but not limited to advertising of any business or product for sale;
 - 4.2.9 Conduct in violation of any federal, state or local law;
 - 4.2.10 Conduct or encouragement of illegal activity;

- 4.2.11 Information that is classified as private, controlled, or protected records under Utah’s Government Records Access and Management Act; or
 - 4.2.12 Content that violates a legal ownership interest, such as a copyright, of any party.
- 4.3 Comments that contain the following protected information shall be removed by Midvale City. Protected information includes the following:
 - 4.3.1 Social security numbers
 - 4.3.2 Financial account numbers
 - 4.3.3 Dates of birth
 - 4.3.4 Names of minor children
 - 4.3.5 Individual taxpayer identification numbers
 - 4.3.6 Personal identification numbers
 - 4.3.7 Other unique identifying numbers
- 4.4 The following verbiage can be used to warn individuals who continuously violate the City’s Social Media Policy: “Your recent post is in violation of the Midvale City Social Media Policy. Please refrain from posting inappropriate content in the future. If you do not refrain from posting such content, we will block you from this forum. Thank you for understanding.”
- 4.5 Any employee authorized to post items on any of the City’s social media sites shall review, be familiar with, and comply with the social media site’s use policies, and terms and conditions.
- 4.6 Postings must contain information that is freely available to the public and not be confidential as defined by any City policy or state or federal law.
- 4.7 The City reserves the right to implement or remove any functionality of its social media sites, when deemed appropriate by the Communications Specialist or designee. This includes, but is not limited to, information, articles, pictures, videos or any other form of communication that is posted on a City social media site.

5. PRIVACY POLICY

Midvale City, as a government entity, conducts public business and its records are generally available for public review. Nevertheless, Midvale City is committed, to the extent allowable by law, to protect and secure your personal information contained in Midvale City records.

Third-party social media pages such as Facebook and YouTube have their own privacy policies. Please refer to those pages’ privacy policies for more information, as you are no longer on a Midvale City website and are subject to the privacy policy and conditions of that website.

6. LIMITATION OF LIABILITY

- 6.1 Midvale City reserves the right, but undertakes no duty, to review, edit, move, or delete any material submitted as a comment to the information provided for display or placed on the City social media sites.
- 6.2 Midvale City is not responsible and shall have no liability to any user, with respect to any information, material, or links posted by others, including defamatory, offensive, or illicit materials, even though it may violate this Agreement.