

Social Media Policy

Purpose

The City of Early ("City") has an overriding interest and expectations in deciding what is "spoken" on behalf of the city through the use of social media sites (including but not limited to Facebook and Twitter) the social media policy establishes guidelines for the establishment and use of Social Media by the City as means of conveying information about the City and its events and activities to its residents.

The intended purpose behind establishing City of Early Social Media sites is to disseminate information from the City, about the City, to its residents.

For purposes of this policy, "social media" is understood to be 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, blogs, Myspace, YouTube, Twitter, LinkedIn, and Flickr. For purposes of this policy, "comments" include information, articles, pictures, videos, or any other form of communicative content posted on and City of Early social media site.

Nothing in this policy shall be interpreted to prohibit or infringe upon communication, speech or expression that is protected or privileged under law. This includes speech and expression protected under state or federal constitutions as well as labor laws.

General Policy

1. City Social Media sites should make clear that they are maintained by the City of Early and they follow the City's Social Media Policy.
2. Wherever possible, City Social Media sites should link back to the official City of Early website for forms, documents, online services, and other information necessary to conduct business with the City of Early.
3. 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. Any content removed based on these guidelines must be retained by the Department-designated Social Media Administrator(s) for a reasonable period of time, including the time, date and identity of the poster, when available.
4. These guidelines must be displayed to users or made available by hyperlink.
5. The City of Early's website at earlyia.com will remain the City's primary and predominant Internet presence.
6. All City Social Media sites shall adhere to applicable federal, state and local laws, regulations and policies.
7. City Social Media sites are subject to the Iowa Open Records Act. Any content maintained in social media format that is related to city business, including a list of subscribers, posted communication, and communication submitted for posting, maybe a public record subject to public disclosure. For Public Records Act requests, please contact the City Clerk's Office directly.

8. Comments on topics or issues not within the jurisdictional purview of the City of Early may be removed.
9. The city reserves the right to deactivate the comment feature on social media sites at any time without prior notice.
10. Employees representing the City government via City Social Media sites must conduct themselves at all times as a representative of the City and in accordance with all City policies.
11. Employees should not engage, comment or post using their personal accounts and claim or otherwise indicate they are communicating officially on behalf of the City or representing the City with their comments.
12. The City does not endorse any links or advertisements that may show up on any social media sites.
13. This Social Media Policy may be revised at any time.

Comment Policy

By posting or commenting on the City of Early's Facebook page, or other city of early social media, he agreed to the terms of use of the City of Early's, social media comment policy as provided herein.

As a public entity the city must abide by certain standards to serve all its constituents in a civil and unbiased manner.

The City of Early Facebook page is intended to be "family friendly," so please keep your comments clean by following these simple rules. In addition to keeping it family friendly, we require that you follow our posting guidelines here. Please note that we utilize Facebook's automatic content filtering feature. All City of Early social media content is subject to monitoring.

1. Comments containing any of the following inappropriate forms of content shall not be permitted on city of early social media sites and are subject to removal and/or restriction by the City.
 - A. Comments not related to the business of the City (or specific Department if Department-specific Site), or not relevant to the original topic;
 - B. Violent, profane, obscene or pornographic content and/or language;
 - C. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, mental or physical disability, age, religion, sexual orientation, gender, or national origin;
 - D. Content that threatens or defames any person or organization;
 - E. Content that is hateful or incites violence;
 - F. Solicitation of commerce, including but not limited to, advertising of any non-government related event, or business or product for sale;
 - G. Conduct in violation of any federal, state or local law;
 - H. Encouragement of any illegal activity;

- I. Information that may tend to compromise the safety or security of the public or public systems; or
 - J. Content that violates a legal ownership interest, such as a copyright or trademark, of any party.
 - K. The promotion of services, products, for activities not related to City business;
 - L. Comments in support of, or in opposition to, any political campaigns or ballot measures;
 - M. Harassment or content which constitutes and/or facilitates stalking;
 - N. Content which violates the right to privacy;
 - O. Encouragement of violence;
 - P. Repetitive content;
 - Q. Comments which may reasonably interfere with, inhibit, or compromise law enforcement investigations, police tactics, police response to incidents and/or the safety of police staff and officers;
 - R. Content pertaining of confidential, or privileged information, or pending litigation involving the City;
 - S. Posts or comments that contain any external links.
2. Comments that contain the following protected information should be immediately removed: Social Security numbers, financial account numbers, dates of birth, names of minor children, and individual taxpayer identification numbers.
 3. A comment posted by a member of the public on any City Social Media site is the opinion of the commenter or poster only, and publication of a comment does not imply endorsement of, or agreement by, the City, nor do such comments necessarily reflect the opinions or policies of the City.
 4. The City reserves the right to deny access to City Social Media sites for any individual, who violates the City Social Media Policy, at any time and without prior notice.
 5. Comments posted on the social media sites will be monitored and inappropriate content as defined above will be removed as soon as possible and without prior notice. Please note, comments posted to this page are monitored and our Facebook settings will automatically hide a comment if profanity is used within the post.
 6. Departments shall monitor their social media sites for comments requesting response from the City and for comments and violation of this policy.
 7. When a City employee responds to a comment, in his/her capacity as a City employee, the employee's name and title should be made available, and the employee shall not share personal information about himself or herself, or other City employees.
 8. All comments posted to any City Facebook sites are bound by Facebook statement of rights and responsibilities and community standards, located at www.facebook.com/terms, and www.facebook.com/communitystandards, respectfully. The City reserves the right to report any violations to Facebook statement of rights and responsibilities and/or community standards to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.

Terms of Service

By posting or commenting on the City of Early social media platforms you agree to our Terms of Use. All comments posted to any City social media site are bound by those Terms of Use and the City reserves the right to report any user violation. You participate by your own choice, taking personal responsibility for your comments, your user name and any information you provide therein.