



## External Users Social Media Policy

### (1) Purpose.

- i. The City of Walker is committed to serving all community members in a civil and unbiased manner. The City uses its social media pages for the purpose of disseminating information of public interest to its residents and the public at large. City social media accounts are limited public forums devoted exclusively to its posted content, and comments from members of the public should be relevant to the subject matter of the post they are responding to and adhere to established community guidelines set forth herein.
- ii. The City seeks to maintain an environment that is civil and appropriate for all ages and we ask individuals who comment on our posts to stay respectful and on topic.
- iii. The City is not responsible for and neither endorses nor opposes comments placed on the site by visitors. Commenters are personally responsible for their own comments, username and any information they post to the page. City social media administrators monitor our social media pages during regular business hours and may remove a comment or block or restrict access if a user violates our social media policy. Please be aware by posting on the City of Walker's social media pages, you agree to follow the terms and conditions described below. The City reserves the right to restrict access to or remove any content that is deemed in violation of this policy or any applicable law.

### (2) Limited Public Forum.

- i. The City's social media pages are limited public forums. The City does not make its social media accounts available for general public discourse, but rather reserves and limits the topics that may be discussed on City social media accounts.

### (3) Restrictions, Terms of Use.

- i. Because communication via social media constitutes a limited public forum, the City reserves the right to reject, restrict, remove, or block any content, or user, that is deemed in violation of this policy or any applicable law. Content and comments posted to City social media accounts containing any of the following shall not be permitted and are subject to removal and/or restriction by City social media account managers:
  - a. Comments shall relate to the topic being discussed in the City's original post and should be intended to further civil discussion.
  - b. Discriminatory messages and hateful speech of any kind toward any individual or group, including but not limited to age, gender, race, religion, nationality, sexual orientation, or disability.

- c. Information that may compromise the safety or security of the public or public systems.
- d. Links to outside sites.
- e. Statements that are defamatory, threatening, profane, obscene, violent, bullying, sexual or harassing language, libelous, or knowingly false with reckless disregard for the truth.
- f. Comments that suggest, promote, or encourage illegal activity.
- g. Copyrighted material posted without permission or content that violates the legal ownership interests of another party.
- h. Personal information, including but not limited to, identification numbers, home addresses, personal phone numbers, email addresses, or other sensitive information.
- i. Commercial advertisement or solicitation.
- j. Comments and/or hyperlinks that are not topically related or out of context to the particular social media post or article being commented on.
- k. Multiple or repetitive posts that are copied and pasted.
- l. Details about an ongoing investigation or legal or administrative proceeding that could prejudice the process or could interfere with an individual's rights and may interfere with or compromise current investigations, police tactics and the safety or security of public safety staff and/or the public or public systems.
- m. Comments with attached documents of any kind.
- n. Posts or links that contain malicious software (malware) such as viruses, worms, trojans, rootkits, spyware, adware or any other software.
- o. Anonymous postings, or multiple postings by the same user or individual using a fictitious or different name is not permitted.

ii. Emergency Situations, Issue Reporting, General Questions.

- a. City social media accounts are not monitored 24 hours per day/7 days per week, and the public should not report a crime, emergency, general reports, or questions on social media. If you have an emergency, need immediate assistance, or want to report a crime, call 911.

iii. Responsibility for Content.

- a. The City of Walker is not responsible for and neither endorses nor opposes comments placed by visitors to its social media pages. Commenters are personally responsible for their own comments, username, and any information they post to this page.
- b. Users should keep in mind that the City's social media channels are Internet pages that are owned and operated by private corporations. Each of these corporations have their own policies and standards regarding what may or may not be posted and the actions they may take regarding unauthorized posts and users are responsible for complying with all such policies.

iv. Content Removal, Access Restriction.

- a. City social media accounts are monitored during normal business hours. Content that is deemed not suitable for posting by a City social media account manager, based on the criteria defined above, may be removed from City social media accounts and by utilizing or posting comments to the City's social media account the user agrees to the same.
- b. The City reserves the right to block users or restrict access to users that violate this policy based on the criteria defined above.

v. Archives and Record Retention.

- a. The City reserves the right to remove and archive its posts when no longer relevant or timely (e.g., after an event announced has taken place, etc.), and will otherwise remove its posts on a regular schedule as determined by the City.
- b. The City reserves the right to archive all content posted by members of the public and such content may be subject to disclosure under the Freedom of Information Act (FOIA).