



*It's Happening  
in Horace*

## **SOCIAL MEDIA POLICY**

### **PURPOSE**

The City of Horace (the “City”) utilizes social media to share information regarding City business with the general public. In an effort to promote appropriate information exchange with community members, the City welcomes and encourages posts and comments that are related to the specific content posted on the social media page.

### **GENERAL POLICY**

Social media is the term used to describe multiple online sites including Facebook, Twitter, Instagram, and other online forums that allow the City to share information with the general public. The City’s social media pages are *limited public forums*. Any comment posted by a member of the public is the opinion of the commenter and in no way is that comment or post the opinion of the City. All comments posted to the City’s social media pages are bound by the social media site’s conduct policy, for example, Facebook’s Statement of Rights and Responsibilities. The City reserves the right to report any violation of Facebook’s Statement of Rights and Responsibilities to Facebook.

### **COMMENT POLICY**

Comments posted on social media pages will be monitored by the City. The City reserve the right to ban users and remove any inappropriate comments or posts (“content”) including but not limited to the following:

- Profane, obscene, or violent content/and or language;
- Sexual content;
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, color, age, religion, gender, or national origin;
- Content that threatens any person or organization;
- Content that violates intellectual property rights;
- Content referencing political parties or an individual's political affiliations;
- Advertisements of any kind promoting services or products;
- Content promoting any illegal activity;
- Content which might compromise the safety and security of the public or public systems;
- Content not related to the original posting; or
- Content that violates any federal, state, or local law.

Content posted on any City social media page shall be subject to North Dakota’s open records laws. For more information relating to the City of Horace, please visit the City’s website at <http://cityofhorace.com/>.

\*This Social Media Policy may be revised at any time by the City of Horace or its authorized representative.

## **INTERNAL POLICY**

The establishment and use of any social media page by the City must be approved by the City Council. The City Council shall approve those designated as an authorized representative to oversee and supervise any City social media page.

The City's Personnel Policy shall extend to social media activities along with this Social Media Policy. City employees representing the City must conduct themselves at all times as a representative of the City in accordance with all City policies. These policies apply to full time and part time employees, temporary employees, appointed officials, contractors, and interns. 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. In addition, City employees may not share personal information about himself or herself or other City employees on any City social media page. Confidential and/or sensitive City information and records, as well as personal information relating to City employees, City residents, or utility customers, shall remain confidential and shall not be posted on any social media site.

If there is a violation of this Social Media Policy by a City employee, the City Council shall determine the consequences pursuant to the City's Personnel Policy.

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