



THE CITY OF MONROE POLICY

<b>DEPT.</b>	Communications	<b>SUBJECT</b>	<b>Social Media Policy</b>
<b>DIVISION</b>	Office of the Mayor	<b>PREPARED BY</b>	Michelli Martin

**1. POLICY**

- 1.1** *The City of Monroe ("City") is committed to open and transparent communication. The City will communicate to its constituents using a variety of accepted tools, including social media.*
- 1.2** *The City will authorize specific individuals to use social media in an official capacity to ensure that, as with all communications activities, communications through social media channels are accurate, consistent, and professional.*

**2. PURPOSE**

- 2.1** *This policy governs the use of City social media sites to further the business purposes of the City of Monroe, while protecting and promoting the image of the City.*
- 2.2** *The intended purpose behind establishing the use of City social media sites is to disseminate information from the City, about the City, to its residents.*
- 2.3** *The primary goals of the City's use of social media are to:*
  - 2.3.1** *Increase awareness of municipal services.*
  - 2.3.2** *Augment existing communication while maintaining centralized and consistent communication.*
  - 2.3.3** *Provide an additional mechanism through which the City keeps abreast of customer comments and perceptions regarding the municipality.*
  - 2.3.4** *Disseminate time-sensitive information quickly.*
  - 2.3.5** *Provide communication using social media's cost-effective tools.*

- 2.3.6 Correct misinformation, remedy mistakes, or alter services to build stronger relationships.*
- 2.3.7 Use social media analytical tools to help monitor, track, and evaluate the City's communications and marketing efforts.*
- 2.3.8 Provide another method by which stakeholders can engage with the public and other municipalities on mutually beneficial programs and initiatives.*

### **3. SCOPE**

- 3.1 This policy applies to social media use for official and authorized City purposes.*
- 3.2 This policy shall apply to all City employees and others who are authorized to post information on City social media sites in an official capacity on behalf of the City.*
- 3.3 Communication through social media and use of associated technology must comply with all other relevant City policies, procedures, and guidelines, as well as state and federal legislation.*
- 3.4 Nothing in this policy shall be applied to prohibit upon any communication, speech or expression that is protected or privileged under law. This includes speech and expression protected under the state or federal constitutions as well as labor laws or other applicable laws.*

### **4. RESPONSIBILITY**

#### **4.1 Communications Director**

- 4.1.1 Directs compliance with the Social Media Policy and directs that a review of the policy and related procedures and guidelines occurs as noted below.*
- 4.1.2 Oversees the centralized social media presence of the City which encompasses every social media platform and site associated with any City entity.*
- 4.1.3 Establishes and manages protocols about content which can be posted without preapproval/notification and content which requires preapproval/notification.*

- 4.1.4 Oversees the centralized social media presence in the City. Monitors the policy and accompanying procedure and provides training and ongoing guidance to city departments.*
- 4.1.5 Reviews and assesses policy annually.*
- 4.1.6 Approves and oversees social media sites and tools for official use.*
- 4.1.7 Ensures consistent messaging and imaging for all City social media sites.*
- 4.1.8 Evaluates requests for new social media sites and/or administrative changes to existing sites.*
- 4.1.9 Generates, monitors, updates, edits, responds to and/or removes content prohibited by this policy within City social media sites to ensure accuracy and adherence to this policy, or can assign a designee for any or all the noted functions as needed.*
- 4.1.10 Provides access to official users.*
- 4.1.11 Oversees all City social media accounts, including their creation, and removal and who is authorized to post to sites.*
- 4.1.12 Maintains a list of site domain names and social media accounts, including login and password information for all official City sites.*
- 4.1.13 Ensures City social media sites comply with applicable policies.*

## **4.2 Division Heads and/or Designees**

- 4.2.1 Ensure employees and others working on behalf of the City are informed of, and abide by, the Social Media Policy and any other applicable policies.*
- 4.2.2 Ensure that procedures and guidelines under the Social Media Policy are communicated to employees and are carried out consistently.*

## **4.3 Employees and other Authorized Users**

- 4.3.1 Ensure that their use of social media is in accordance with this policy and other related policies, procedures, guidelines, and legislation.*

## **5. GOVERNING RULES**

- 5.1** *The City's website will remain the City's primary online source for information. Social media will be used to complement the website's information and broaden the reach of City messages through multiple channels. Wherever possible, City social media sites should link back to the official City of Monroe website for forms, documents, online services, and other information necessary to conduct business with the City of Monroe.*
- 5.2** *City social media sites will clearly indicate that they are maintained by the City and that they follow the City's Social Media Policy.*
- 5.3** *These guidelines and rules must be displayed to users or made available by hyperlink on each social media site.*
- 5.4** *City social media sites will contain appropriate contact information.*
- 5.5** *The authority to post to official City of Monroe social media sites will only be granted to employees specifically authorized to do so through this policy by the Communications Director or his or her designee.*
- 5.6** *Authorized employees will always post to official City of Monroe social media sites as City of Monroe employees and, as appropriate, disclose their role at the City of Monroe.*
- 5.7** *Authorized users shall only post within their area of subject matter expertise.*
- 5.8** *No confidential information will be posted to any social media site under any circumstances.*

### **5.9 Comment Policy**

- 5.9.1** *As a public entity, the City must abide by certain standards to serve all its constituents in a civil and unbiased manner.*
- 5.9.2** *Comments or content containing any of the following inappropriate forms of content shall not be permitted and are subject to removal and/or restriction by City:*
  - 5.9.2.1** *Comments not related to the business of the City (or specific Department if Department-specific site), or not relevant or topically related to the original topic.*
  - 5.9.2.2** *Violent, profane, obscene or pornographic content and/or language;*

- 5.9.2.3** *Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, sexual orientation, gender, or national origin.*
  - 5.9.2.4** *Sexual content or links to sexual content.*
  - 5.9.2.5** *Conduct or encouragement of illegal activity.*
  - 5.9.2.6** *Content that threatens or defames any person or organization.*
  - 5.9.2.7** *Content that is hateful or incites violence.*
  - 5.9.2.8** *Solicitation of commerce, including but not limited to, advertising of any non-government related event or business or product for sale.*
  - 5.9.2.9** *Conduct in violation of any federal, state or local law.*
  - 5.9.2.10** *Information that may tend to compromise the safety of security of the public or public systems.*
  - 5.9.2.11** *Content that reveals personal or private information about any particular person or is otherwise protected by the Louisiana Public Records Law or any other applicable privacy legislation.*
  - 5.9.2.12** *Content that violates a legal ownership interest, such as copyright, of any person or organization.*
  - 5.9.2.13** *Content that violates any City policy. Employees are responsible to be aware of all City policies that may impact posts*
- 5.9.3** *A comment posted by a member of the public on any 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, the City, nor do such comments necessarily reflect the opinions or policies of the City.*
- 5.9.4** *The City reserves the right to deny access to City social media sites for any individual who violates the City's Social Media Policy at any time and without prior notice.*
- 5.9.5** *The Communications Director and Authorized Users shall monitor social media sites for comments requesting responses from the City and for comments in violation of this policy.*

**5.9.6** *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.*

**5.9.7** *All comments posted to any City Facebook sites are bound by Facebook's Statement of Rights and Responsibilities, located at <http://www.facebook.com/terms.php>, and the City reserves the right to report any violation of Facebook's Statement of Rights and Responsibilities to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.*

**5.9.8** *All comments posted to any City Twitter sites are bound by Twitter's Terms of Service, located at <https://twitter.com/tos>, and the City reserves the right to report any violation of Twitter's Terms of Service to Twitter with the intent of Twitter taking appropriate and reasonable responsive action.*

**5.9.9** *Each type of Social Media maintains a "Terms of Use" agreement. All comments posted to any City Social Media Site are bound by these Terms of Use and the City reserves the right to report any user violation.*

**5.9.10** *Reporting/removal of Unauthorized Comments*

**5.9.10.1** *The City requires that all Authorized Users immediately notify the Communications Director if there is any posted material that may be inappropriate, that violates this Policy, or any City policy, is illegal, or that potentially infringes the copyrights or other rights of any persons. The Communications Director will investigate and respond to all reports of potential violations of this Policy.*

**5.9.10.2** *Any content removed based on these guidelines must be retained by the sponsoring Department for a reasonable period of time, including the time, date and identity of the poster, when available. Upon removal of content, the Communications Director shall notify the commenter that their response has been deemed inappropriate and removed due to inconsistency with the City's content requirements.*

**5.9.10.3** *The City reserves the right, at any time and without prior notice, to deny access to the Social Media site to any individual who violates this Policy.*

**6. RECORDS, FORMS, AND ATTACHMENTS**

**6.1** *The City of Monroe requires that postings addressing official government business must be posted to the City's website with social media platforms*

*...serving as a secondary outlet. A post addressing official government business should link back to the official website for additional information.*

- 6.2** *Documents and records generated because of this policy will be maintained in accordance with the Louisiana Public Records Law, Title 44.*

*This policy was approved on the 10<sup>th</sup> day of July, 2022 by the Governing Authority.*



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*Honorable Friday Ellis  
Mayor of Monroe*