

City of Waukon's Policy on Social Media as Listed in the Approved Employee Handbook

1. The City's social media are limited public forums. The sites are not an editorial page or blog for visitors, and they are subject to the commenting restrictions listed below in this policy. The city does not intend by its social media sites to create or allow the creation of an unlimited public forum for the public to post comments of any kind.
2. The establishment and use by any City department of City social media sites are subject to approval by the City Manager and/or his/her designee. At the time such site is approved, the City Manager and/or his/her designee must determine who will be responsible for developing this site including establishing an administrative profile, designating who will have authority for speaking on behalf of the City, and who will keep the site up to date, including answering questions in a timely manner.
3. City social media accounts will only become affiliated with (i.e., "like," "follow," etc.) another social media page if it is related to official City business, services, and events. The City Manager and/or his/her designee shall have the final determination if another social media page is related to official City business, services, and events.
4. Wherever possible, City social media sites should link back to the official City website for forms, documents, online services, and other information necessary to conduct business with the city.
5. The Finance Director/Treasurer or his/her designee will monitor the City's social media accounts to ensure that the social media cites further the City's policies, interests, and goals. Comments containing any of the following inappropriate forms of content will not be allowed on the City's social media sites and are subject to removal by the City Manager and/or his/her designee:
 - Comments unrelated to the original topic.
 - Comments that are obscene, vulgar, or profane.
 - Content that promotes, fosters or perpetuates discrimination of any protected class under local, state, or federal law.
 - Defamatory or personal attacks.
 - Threats to any person or organization.
 - Comments in support of, or in opposition to, any political campaigns or ballot measures.
 - Solicitation of commerce, including but not limited to advertising of any business or product for sale.
 - Conduct in violation of any federal, state or local law.
 - Encouragement of illegal activity.
 - Information that may tend to compromise the safety or security of the public or public systems.
 - Content that violates a legal ownership interest, such as copyright.
 - Comments that are threatening in nature will be forwarded as appropriate to law enforcement.

6. The City reserves the right to restrict or remove any content that is deemed in violation of City policy, including this policy, or applicable law. Any content removed based on these guidelines must be retained by the City clerk or his/her designee for a minimum of 90 days, including the time, date, and identity of the poster, when available.
7. Comments posted by the public on the City's social media site express the opinions of the commentators or posters. Such comments do not necessarily reflect the opinions or policies of the City, and the publication of such comments does not imply endorsement or agreement by the City.
8. The city is not responsible for and has no control over the accuracy, subject matter, content, information or graphics when viewing links attached to its social media sites. The city also does not endorse any organizations sponsoring linked websites or the views or products they offer.
9. The City is not liable for the content of postings by individuals employed by the City, or third parties not affiliated with the City on any City social media sites.
10. The City reserves the right to deny access to its social media site for any individual who violates the City's policies or the law, at any time and without prior notice. The City reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable local, state or federal law.
11. The City's website at <https://www.cityofwaukon.com/> will remain the City's primary and predominant Internet presence.
12. Employees representing the city via social media accounts must conduct themselves at all times as representatives of the city and must identify themselves as representatives of the city when doing so. Employees that fail to identify themselves and/or conduct themselves in an appropriate manner shall be subject to discipline up to and including dismissal.