

CITY OF CALVERT CITY, KENTUCKY

SOCIAL MEDIA POLICY

(Effective July 15, 2022)

I. PURPOSE

To be transparent, informative and convenient to visitors and residents, the Calvert City Government communicates with the public through several social media channels. This type of communication is immediate, two-way, and can have significant effect on public perception and actions. This social media policy establishes a process for establishing and maintaining social media accounts to protect Calvert City divisions and personnel.

II. APPLICABILITY

This policy applies to all Calvert City employees, contractors, consultants, temporaries, interns, volunteers, and other persons affiliated with city government that use or comment upon Calvert City social media accounts to promote Calvert City or its departments, divisions, or programs. This policy applies to the use of social media while conducting official Calvert City business and does not address employees' personal use of social media outside the workplace or on other than City accounts. While Calvert City elected officials are not governed or restricted by the provisions of this policy, they are encouraged to follow this policy in an effort to protect Calvert City branding and provide a clear and unified message.

III. DEFINITIONS

A. Social Media – Media designed to be disseminated through social interaction and consisting of user-generated content using highly accessible and scalable publishing technologies including, but not limited to Facebook, Twitter, YouTube, LinkedIn, Instagram, blogs, wikis, photo-sharing networks, online communities, podcasts, user-generated videos, message boards, RSS feeds, and similar technologies.

B. Calvert City Social Media Representative (SMR) – The Calvert City Director of Marketing, Communications and Business Development, or

any delegatee appointed by Executive Order of the Mayor to assume the duties of the SMR in his/her absence.

IV. POLICY

A. Approval of Social Media Accounts

1. The SMR may request permission of the Mayor to create new social media accounts. Such requests should identify the purpose, audience, and goals for the account. Whether existing platforms or sites could be utilized or merged should be considered by the SMR prior to making a request for a new account. The Mayor shall make the final decision regarding whether a new account shall be created and if the request is approved, it shall be documented by Executive Order.
2. Existing social media sites shall be reviewed by the SMR and amended if necessary to come into compliance with this policy.

B. Administration of Social Media Accounts

1. Links to all City social media accounts shall be posted by the SMR on the city's website.
2. The SMR shall not share social media account login information or passwords with third parties other than the Mayor and the Mayor's delegatees, referenced above.
3. The SMR shall monitor content on the Calvert City social media accounts to ensure adherence to the guidelines herein. Content inconsistent with this policy shall be removed immediately.
4. The Mayor or their designee may disable a Calvert City social media account or remove the SMR from the account at any time and for any reason, including, but not limited to:
 - Any violation of this policy
 - Unprofessional use of the account
 - Lack of use or disinterest by the public
 - Failure to meet the purpose and goals approved in the Social Media Request Form
 - Security breach

C. Best Practices

1. **Terms of Service:** Terms of Service (TOS) agreements vary across social media platforms. As such, the SMR should carefully read the TOS of each social media tool before establishing, renewing or amending an account.
2. **Branding:** Calvert City social media accounts shall be clearly branded as an official Calvert City account and shall link back to the calvertcityky.gov website. It is important to represent Calvert City with

a consistent message across all forms of communication, including websites, social media, and printed materials.

3. **Disclaimers:** The SMR shall assure that all Calvert City social media accounts link to the Customer Use Policy [ADDENDUM A] when possible.
4. **Content/Frequency:** Social media accounts are not static sites. The SMR is encouraged to post content at least twice a week. Content must relate to the activities and policies of the relevant Calvert City department, division, or program which is the subject of the account. The SMR shall obtain proper license or permission to post copyrighted material, such as photographs and videos, that is not created by or owned by Calvert City. Content should be timely, engaging, accurate, free of grammatical and spelling errors, professional, inclusive, and up-to-date. Before posting, consider potential reactions to the content. When in doubt about posting an item, the SMR should consult with the Mayor.
5. **Prohibited Content:** SMR shall not post on any Calvert City social media account:
 - Nonpublic information of any kind
 - Personal, sensitive or confidential information of any kind
 - Information that could compromise public safety or an ongoing investigation
 - Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, sexual orientation, status with regard to public assistance, national origin, physical or mental disability, or any constitutionally protected class or matter
 - Obscene, indecent, or profane language
 - Threats, personal attacks, or defamatory statements
 - Fraudulent, deceptive, or misleading information
 - Promotion or endorsement of services and products
 - Comments advocating illegal activity or posting of material that violates copyrights or trademarks of others
 - Content that violates any local, state or federal laws and or is otherwise unlawful
 - Any campaign materials
 - Items regarding litigation or pending litigation
6. **Moderating Customer Input** – By definition, social media accounts encourage the exchange of ideas and information, allowing users to ask questions and voice their opinions. Some of those comments may be negative or unsavory. Social Media Representatives should review city accounts daily for feedback and, if necessary, respond as quickly as possible (preferably within 24 hours).

7. **Other Policies:** Use of a Calvert City social media account shall comply with other Calvert City regulations, policies and procedures, including but not limited to:
 - Ethics Ordinance
 - Open Records Policy

8. **Open Records and Retention Requirements:** Calvert City social media accounts are subject to the Kentucky Open Records Act. Any content maintained in a social media format that is related to Calvert City business, including a list of subscribers and posted communications, is a public record. Whenever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure under the Kentucky Open Records Act. Social Media Representatives should consult the Record Retention Schedule applicable to Calvert City to determine how long particular social media posts should be retained.

9. **Commenting on Calvert City's Social Media Site:** Calvert City's government agencies share information, images and video with the public through external social media websites. Comments made by the public to these sites are reviewed and, while comments will not be edited by Calvert City personnel, a comment may be deleted if it violates the comment policy described here.
 - Malicious or harmful software.
 - Comments posted by automatic software programs (ie. Bots).
 - Advertisements, promotions, or solicitations of a commercial product or service.
 - Confidential, sensitive, or private information.
 - Obscene, indecent or profane language, pictures, and/or videos.
 - Threats of violence or to public safety.
 - Copyrighted or trademarked materials in violation of state or federal law.
 - Comments not related to the posted topic.
 - Substantively repetitive content from a single source.
 - Violate any local, state, or federal laws and/or is otherwise unlawful
 - Trolling: posts that are deliberately offensive, provocative, or disruptive and apparently intended to draw comments to subjects other than the content posted by the City, or obviously intended merely to provoke anger without materially addressing the subject of the City's post.
 - Calls-to-action for attacks on persons or groups
 - Is intended to harass, threaten or abuse an individual or are defamatory, derogatory, or are personal attacks on any City official, employee, resident, or businessperson. (This provision is not intended to

prohibit legitimate and post related criticism of the job performance or services of the City or its representatives.)

- Encourages illegal or unlawful activity

The above list is not exhaustive and City reserves the right to remove or restrict any post or comment that violates the purpose or spirit of these terms and conditions.

Calvert City social media accounts are designated (limited) public forums, and thus Calvert City may adopt reasonable content-neutral regulations on public comments in these forums. SMR may only remove comments that violate the Calvert City Customer Use Policy [ADDENDUM A]. No comment may be removed due to disagreement with the viewpoint expressed by the post itself.

Before removing a comment, the SMR must document the post with a screen capture and contact the Mayor for approval.

Individuals who comment or post to Calvert City's social media sites and who repeatedly violate these terms and conditions may, among other actions, be banned, prohibited from posting future comments, or be reported to the social media provider.

Information contained on our social media sites may be intercepted, recorded, read, copied, and disclosed by and to authorized personnel for any official purpose, including criminal investigations. Unauthorized access or use of our social media sites, including attempting unauthorized copying, altering, destroying, or damaging site content may violate the Federal Computer Fraud Act of 1986 and may subject violators to criminal, civic, and/or administrative action.

10. SMR Comments are not legal advice, and customer comments are not official notice. Posting, interactions, and messages made through social media sites do not constitute legal advice. Likewise, any comments posted by third parties are not considered an official notice or comment to the City or to any official or to any of its employees, for any purpose. The City disclaims all warranties, expressed or implied, regarding any of the information and content provided in its social media sites. Citizens and other third parties may contact the City of Calvert City by visiting calvertcityky.gov or by calling (270) 395-7138.

11. Customers and persons posting comments may own their comments, but the City can use them. The creators or persons posting may own the original content of all the comments, content, messages, photos, videos, and similar information that they post on the City's social media

sites (Subject to any terms or conditions of the social media provider).

Persons posting on the City's social media accounts are responsible for how they control the sharing of that content through the privacy and application settings of the social media provider.

By posting on City social media sites, persons grant the City a nonexclusive, transferable, sub-licensable, royalty-free, worldwide license to use that content and specifically authorize the City to use its discretion in said publication. That means the person posting or commenting does not retain any rights over submitted postings, because content publication becomes the property of the City. The City can reproduce, distribute, publish, display, and otherwise use such content. If a third party does not wish to have posted content used, published, copied and/or reprinted, please do not post on the City's social media pages.

Promulgated and made effective the 15th day of July, 2022.

CITY OF CALVERT CITY, KENTUCKY

By: _____

Mayor, Gene A. Colburn

ADDENDUM A

The City of Calvert City Customer Use Policy

The City of Calvert City engages customers through many digital outlets, including calvertcityky.gov and CodeRed. Communicating with Calvert City through social media further enables customers to contact Calvert City in a direct and meaningful way.

As designated (limited) public forums, the goal of the Calvert City social media pages that allow public interaction in the form of comments is to be helpful medium conducive to real-time discussions and useful feedback regarding the topics and matters identified and raised by Calvert City government on its pages. Please be aware that when engaging with Calvert City through Social Media, the following rules and regulations will apply:

Commenting on a Calvert City Social Media Site:

Calvert City's government agencies share information, images and video with the public through external social media websites. Comments made by the public to these sites are reviewed and, while comments will not be edited by Calvert City personnel, a comment may be deleted if it constitutes any of the following:

- Malicious or harmful software.
- Comments posted by automatic software programs (ie. Bots).
- Advertisements, promotions, or solicitations of a commercial product or service.
- Confidential, sensitive, or private information.
- Obscene, indecent or profane language, pictures, and/or videos.
- Threats of violence or to public safety.
- Copyrighted or trademarked materials in violation of state or federal law.
- Comments not related to the posted topic.
- Substantively repetitive content from a single source.
- Violative of any local, state, or federal laws and/or is otherwise unlawful

- Trolling: posts that are deliberately offensive, provocative, or disruptive and apparently intended to draw comments to subjects other than the content posted by the City, or obviously intended merely to provoke anger without materially addressing the subject of the City's post.
- Calls-to-action for attacks on persons or groups
- Is intended to harass, threaten or abuse an individual or are defamatory, derogatory, or are personal attacks on any City official, employee, resident, or businessperson. (This provision is not intended to prohibit legitimate and post related criticism of the job performance or services of the City or its representatives.)
- Encourages illegal or unlawful activity

The above list is not exhaustive, and City reserves the right to remove or restrict any post or comment that violates the purpose or spirit of these terms and conditions. Calvert City social media accounts are designated (limited) public forums, and thus Calvert City may adopt reasonable content-neutral regulations on public comments in these forums. A Social Media Representative may only remove comments that violate the terms or spirit of the Calvert City Customer Use Policy. No comment may be removed due to disagreement with the viewpoint expressed. Before removing a comment, the Social Media Representative must document the post with a screen capture and contact the Mayor for approval. Individuals who comment or post to Calvert City's social media sites and who repeatedly violate these terms and conditions may, among other actions, be banned, prohibited from posting future comments, or be reported to the social media provider.

Information contained on our social media sites may be intercepted, recorded, read, copied, and disclosed by and to authorized personnel for any official purpose, including criminal investigations. Unauthorized access or use of our social media sites, including attempting unauthorized copying, altering, destroying, or damaging site content may violate the Federal Computer Fraud Act of 1986 and may subject violators to criminal, civic, and/or administrative action.