

Town of Neenah Social Media Policy

I. Purpose

This policy provides guidelines and procedures to the Town of Neenah in determining the proper utilization of social media. Social media consists of networks and online publications that enable individuals and groups to communicate between one another for different purposes. Some examples of these online tools include Facebook, Twitter, LinkedIn, YouTube, blogs and several others. The Town of Neenah plans to use these social media sites in order to reach out to the public and educate individuals on certain events, activities, awards, and other news releases. Social media will help the Town and its departments to connect with other organizations and businesses in the community. This policy outlines the proper content and uses for social media since the Town has a significant interest and expectation in determining the content that is posted on their sites.

II. General Policy

- A.) Town of Neenah social media site content shall be reserved and devoted to the sole purpose of facilitating the conveyance and exchange of information or opinions related to the Town of Neenah, Town Government or Town civic events, or issues.
- B.) In order for any Town department or committee to establish a social media site, the request must first be approved by the Communication Committee. Requests for social media sites must include a plan that assigns certain individuals to update and monitor the sites. The request must also include ways that the department plans to utilize their social media site.
- C.) All sites must have one or more individuals designated to update content on the site, respond to any requests or questions asked by the public, and monitor content posted on their social media sites. Although not required to be monitored on a daily basis, all social media sites shall be monitored by the designated individuals on a regular basis.
- D.) Each site must clearly state that social media sites are not monitored 24/7, for immediate assistance contact the Town Hall during business hours.
- E.) Each site must clearly state that it is Town-operated and maintained by Town staff. Sites must also include the Town of Neenah logo as well as any other branding or logos that identify the involved party.
- F.) All social media sites should include a link back to the Town of Neenah website:
<http://www.townofneenah.com>
- G.) Town of Neenah social media sites are subject to the State of Wisconsin Public Records Law. Any content on such sites is considered a public record. The department responsible for their social media site shall be responsible for responding to that department's public records requests. All social media sites should remind its viewers through a disclaimer that content on its site is considered public record.
- H.) Employees maintaining social media sites on behalf of the Town of Neenah shall be considered representatives of the Town and shall conduct themselves accordingly. All employee posts shall be professional in character and shall be limited to the posting of information related to civic events, and the interests, goals or programs of the Town of Neenah. Employees who fail to conduct themselves in an appropriate manner may be subject to disciplinary action.
- I.) The following disclaimer shall be posted on all Town social media sites:
"Abusive or inappropriate content that violates the Town of Neenah Social Media Policy will be removed from this site. All information posted on the site is considered a public record."

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III. Comment Policy

- A.) Any comment posted by a resident or member of the public is solely an individual's opinion. No posts by the public imply the views or opinions of the Town of Neenah. Comments and posts created by the Town of Neenah will only provide information regarding Town business.
- B.) The Town of Neenah and the Communication Committee reserves the right to remove any inappropriate or abusive content and reserves the right to remove or block any repeated violators of this policy. This content includes:
- 1) Content that promotes, fosters or perpetuates discrimination against others based on race, creed, color, sex, gender, national origin, religion, age, sexual orientation, marital status, or a mental or physical disability;
 - 2) Threats made towards an individual or organization;
 - 3) Comments that support or oppose a political campaign or ballot measures;
 - 4) Solicitation of commerce, commercial advertising or spam;
 - 5) Conduct that violates any federal, state, or local law;
 - 6) Encouragement of illegal activity;
 - 7) Sexual content (including links);
 - 8) Profane or abusive language (may also include images);
 - 9) Content that has as its primary purpose, the promotion or endorsement of any religion or religious organization.
 - 10) Content that violates legal ownership interest (such as copyright) of any party; or,
 - 11) Any other comments that do not relate to the original topic.
- C.) When content is removed, Town staff must document the violation while notifying the involved Individual/party that their content was removed. Such content shall, however, be retained as a public record. The following message will be sent to any individual/party that violates the policy:
- "The Town of Neenah removed your recent content from its social media site because it was in violation of the Town of Neenah Social Media Policy. Please avoid posting inappropriate content in the future. If you do not refrain, the Town of Neenah reserves the right to remove you as a member of this group. Thank you for your cooperation."*