

# **City of Troy**

## **Social Media Policy for Official City Business**

### **I. Purpose**

This policy establishes guidelines for the use of social media sites, for official business, by City of Troy. The intended purpose behind establishing official City of Troy social media sites is to disseminate information about City events, research, projects, outreach initiatives, findings, news, information, etc. to the general public.

Social media content is created by individuals, using accessible, expandable, and upgradeable publishing technologies, through and on the Internet. Social media services and tools are powerful and effective means to communicate quickly and broadly share information.

City of Troy social media sites are authorized solely to express its views as an organization and provide information, and not to create a public forum. If users have questions, concerns, or comments about information posted to any social media platform, they may contact the City of Troy directly via phone or by email [here](#).

### **II. Content Management**

Staff representatives from the City of Troy will monitor content on social media sites to ensure adherence to both the Social Media Policy and the interest and goals of the City of Troy. For purposes of this policy, “content” includes information, articles, pictures, videos, or any other form of communicative content posted on a City of Troy social media site. The staff representative will be authorized to create, edit, and delete posts. Currently, platforms that will require moderation include: Facebook, Twitter, Instagram, and YouTube. In the future, additional social media platforms may also require moderation. Content on these sites will be updated at the discretion of the staff moderator. Some events, occasions, and topics may influence more updates and participation than others. The moderator will have a presence on the social media sites during normal work hours to monitor activity and respond to messages. If the moderator decides to remove a post in accordance to the City’s retention schedule, public records policy or Social Media policy, they shall do so consistently so all posts are maintained consistently.

### **III. General Policy**

1. The establishment and use by City of Troy employees of social media sites are subject to approval by the Director of Public Service and Safety. All City of Troy official social media sites are to be administered by a designated City of Troy employee within the designated office/department.
2. Sites maintained by City of Troy departments shall make clear that they are maintained by the department and that they follow an approved Social Media Policy.
3. User accounts used to create official social media sites that are maintained by City of Troy shall be linked to City of Troy email addresses and not personal email addresses. These user accounts should not be used for personal social media activity.

4. Social media sites should link back to the official City of Troy website for forms, documents, online services, and other information.
5. A designated staff representative from the City may monitor content on the social media sites to ensure adherence to both the Social Media Policy and the interest and goals of the City of Troy.
6. Social Media guidelines shall be displayed and made readily available to users.
7. The City of Troy website will remain the primary and predominant internet presence for official department business, contact, assistance, and information.
8. All social media sites maintained by City of Troy departments shall adhere to applicable federal, state, and local laws, regulations, and policies.
9. Social media sites are subject to the Ohio Public Records Act. Any content maintained in a social media format related to official City business that documents the function of that office, including a list of subscribers, posted communications, and communication submitted for posting, may be considered a public record, and therefore subject to public disclosure.
10. Social media content may be removed if it is deemed in violation of the Social Media Policy or any applicable law.
11. Any Facebook post, Tweet, etc. removed from a social media page that is a public record must be kept in accordance with the City of Troy General Retention Schedule.
12. Comments must be turned off for the official City of Troy YouTube account and official City of Troy Instagram account.
13. Employees are representing the City of Troy through these social media sites, and shall conduct themselves at all times as a representative of the City and in accordance with the City of Troy Personnel Policy.

#### **IV. Comment Policy**

By maintaining a presence on various internet platforms, the City of Troy does not intend to create a public forum for comments from the public. Any comments, including pictures, GIFS, memes, etc. will be removed. The contents maintained on the social media platforms are solely intended to provide the public with information from the City of Troy. Should a member of the public wish to communicate with the City of Troy, please contact or e- mail [here](#).

#### **V. Endorsements, Advertising, and Authorized Links**

These sites may contain hypertext or other links to external Internet sites that are not provided or maintained by the City of Troy. Please note that the City of Troy cannot guarantee the accuracy, relevance, timeliness, or completeness of these external sites.

In addition to material posted by the City of Troy, this page may include ads and suggestions for other profiles to view selected by the social media site that links to third party sites.. The inclusion of these ads, profiles, and links is outside of the control of the City of Troy and are not an official endorsement of any product, person, or service, and may not be quoted or reproduced for the purpose of stating or implying endorsement or approval of any product, person, or service. The City of Troy does not receive any revenue from any of these advertisement links.