

RESOLUTION 24-29

A Resolution approving a Social Media Policy for the City of Waverly.

WHEREAS, the City of Waverly has information that needs to be communicated to its residents; and

WHEREAS, residents use a variety of communication formats; and

WHEREAS, the City of Waverly wishes to establish a policy to guide staff and residents while using the City's communication processes.

WHEREAS, staff is recommending adoption of the following social media policy:

Social Media Policy

Purpose

This policy sets forth guidelines for the establishment and use by the City of Waverly of social media sites as means of conveying City of Waverly information to the public. The intended purpose behind the use of the City of Waverly social media sites is to disseminate information from the City, about the City, to the public in a civil and unbiased manner.

The City of Waverly has an overriding interest and expectation in deciding what is "spoken" on behalf of the City, on City social media sites. For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wikis, content hosting sites such as Flickr and You Tube, and social networking sites such as Facebook, Instagram, LinkedIn, and X. This policy is an addition to and complements any existing or future City of Waverly policies regarding the use of technology, computers, smart phones, e-mail and internet.

General Policy

1. The establishment and use by any City department of City social media sites are subject to approval by the City Administrator or a designee. All City of Waverly social media sites shall be administered by the City Administrator or a designee.
2. City social media sites shall make clear that they are maintained by the City of Waverly. The City logo or branding shall be used on all social media accounts to confirm authenticity of the site. City social media accounts will only join a group or become a fan of a page if it is related to official City business, services, and events.
3. Wherever possible, City social media sites should link back to the official City of Waverly website for forms, documents, online services, and other information necessary to conduct business with the City of Waverly.
4. The City Administrator or designee will monitor content on City social media sites to ensure adherence to both the City of Waverly Social Media Policy and the interest and goals of the City of Waverly.
5. Content will be original content published on the page if at all possible. Sharing information should be limited to community relevant announcements at the approval the City Administrator or a designee.
6. Users of all City social media shall adhere to applicable federal, state and local laws, regulations and policies.
7. The City reserves the right to restrict or remove any content that is deemed in violation of the City of Waverly Social Media Policy or any applicable law. Any content removed based on these guidelines must be retained by the City Administrator or designee for a reasonable period of time, including the time, date and identity of the poster, when available.

8. The City of Waverly's website at <http://www.waverlyia.com> will remain the City's primary and predominant Internet presence.
9. Freedom of Information Act and e-discovery laws and policies apply to social media content and therefore content must be able to be managed, stored and retrieved to comply with these laws.
10. City of Waverly social media sites are subject to State of Iowa public records laws. Any content maintained in a City of Waverly social media format that is related to City business, including a list of subscribers and posted communication, is a public record. The Department maintaining the site is responsible for responding completely and accurately to any public records request for public records on social media. Content related to City business shall be maintained in an accessible format pursuant to City policy and practice so that it can be produced in response to a request. Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.
11. Employees representing the City of Waverly via social media accounts must conduct themselves at all times as representative of the City of Waverly. Employees that fail to conduct themselves in an appropriate manner shall be subject to the Disciplinary Action Procedures outlined in the City of Waverly Employee Handbook.

Comment Policy

Although the City of Waverly encourages posts and comments on the social media sites managed by the City, the sites are limited public forums and are moderated by City staff. The City reserves the right to deactivate the comment feature on City-affiliated social media sites, where applicable, at any time without prior notice.

1. A comment posted by a member of the public on any City of Waverly 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 of Waverly, nor do such comments necessarily reflect the opinions or policies of the City of Waverly.
2. Comments containing any of the following inappropriate forms of content shall not be permitted on City of Waverly social media sites and are subject to removal and/or restriction by the City Administrator or designee:
 - a. Profane, vulgar, or obscene comments.
 - b. Sexual content or links to sexual content;
 - c. Comments not related to the original topic;
 - d. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, sex, national origin, religion, age, sexual orientation, gender identity, marital status, or mental or physical disability;
 - e. Defamatory or personal attacks;
 - f. Threats to any person or organization;
 - g. Comments in support of, or in opposition to, any political campaigns or ballot measures;
 - h. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
 - i. Conduct in violation of any federal, state or local law;
 - j. Encouragement of illegal activity;
 - k. Information that may tend to compromise the safety or security of the public or public systems; or
 - l. Content that violates a legal ownership interest, such as a copyright, of any party.
3. Comments that contain the following protected information should be immediately removed. Protected information includes the following:
 - a. Social security numbers
 - b. Financial account numbers
 - c. Dates of birth.
 - d. Names of minor children.
 - e. Individual taxpayer identification numbers.
 - f. Personal identification numbers.

- g. Other unique identifying numbers.
 - h. Home addresses and personal telephone numbers of any City of Waverly employee.
4. The City of Waverly reserves the right to deny access to City of Waverly social media sites for any individual who violates the City of Waverly Social Media Policy, 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 social media policy or any applicable law.
 5. The following verbiage can be used to warn individuals about their content: "Your recent post is in violation of the City of Waverly Social Media Policy. Please refrain from posting inappropriate content in the future. If you do not refrain from posting such content, we will block you from this forum. Thank you for understanding."
 6. Department Directors or their designees, shall determine how employees must identify themselves when participating in the social media forum.

The Social Media Policy must be displayed to users on the social media site or the site must contain information for users about where they may find the social media policy.

NOW THEREFORE BE IT RESOLVED THAT, by the City Council of the City of Waverly, that the Social Media Policy as shown above is hereby adopted.

PASSED AND ADOPTED this 19th day of February, 2024.



Mark A. Anderson, Mayor

ATTEST:



Carla Guyer, City Clerk