

## City of Clovis Social Media Policy

### Purpose

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, City of Clovis departments may use social media tools to reach a broader audience. The City encourages the use of social media to further the goals of the City and the missions of its departments, where appropriate.

The City of Clovis has an overriding interest and expectation in deciding what is "spoken" on behalf of the City on its social media sites. This policy establishes guidelines for the use of City social media channels when communicating with the public.

This policy relates only to the formation and management of the City's social media accounts. It does not include guidelines for employee use of personal social media accounts during work hours, nor does it include guidelines for employees who wish to make comments about work-related subjects from personal social media accounts. For more information about those issues, please contact the City's Human Resources Department.

### General

1. Creation of any new City of Clovis social media accounts or proposed use of any new social media tools/programs must first be approved by the City Manager.
2. City Communication staff and City IT staff will be given full administrative access to all social media accounts/pages.
3. The City will approach the use of social media tools as consistently as possible, agency-wide. As such, any social media platform offering a verified account or page capability must be verified in accordance with the terms of service set forth by the social media site.
4. The City of Clovis' websites ([www.cityofclovis.org](http://www.cityofclovis.org)) will remain the City's primary and predominant Internet presence.
  - a. The best, most appropriate City of Clovis uses of social media tools fall generally into two categories:
    - i. As channels for disseminating time-sensitive information as quickly as possible (example: emergency information).
    - ii. As marketing/promotional channels which increase the City's ability to broadcast its messages to the widest possible audience.

- b. Wherever possible, content posted to City of Clovis social media sites will also be available on the City's website.
  - c. Wherever possible, content posted to City of Clovis social media sites should contain links directing users back to the City's website for in-depth information, forms, documents or online services necessary to conduct business with the City of Clovis.
5. As is the case for the City of Clovis website, departmental public information staff will be responsible for the content and upkeep of any social media sites their department may create, with support as needed from the City Communications staff.
6. Wherever possible, all City of Clovis social media sites shall comply with appropriate City policies and standards.
7. City of Clovis social media sites shall also comply with all applicable ethics and elections codes and administrative rules.
8. City of Clovis social media accounts are subject to State of New Mexico public records laws. Any content maintained in a social media format that is related to City business, including a list of subscribers and posted communication, is a public record that will be retained in accordance with the current City of Clovis records retention policy. The City Clerk is responsible for responding to any New Mexico Inspection of Public Records Act (IPRA) requests. Content related to City business shall be maintained in an accessible format and so that it can be produced in response to a request (see social media channel standards).
9. The IT Director will be given administrative rights to archive social media records and shall preserve records required to be maintained pursuant to the relevant records retention schedule for the required retention period in a format that preserves the integrity of the original record and is easily accessible.
10. Posts and comments made to City social media accounts containing any of the following forms of content shall not be allowed and may be hidden or removed at the sole discretion of the City:
  - a. Comments not topically related to the particular social medium article being commented upon or links to any unrelated external website or social media site;
  - b. Comments in support of or opposition to political campaigns or ballot measures;

- c. Profane language or content;
- d. Content that promotes, fosters, or perpetuates discrimination on the basis of race, color, national origin, religion, sex, age, physical and mental disability, ancestry, serious medical condition, spousal affiliation, sexual orientation, and gender identity;
- e. Threats to any person, group or organization;
- f. Sexual content or links to sexual content;
- g. Solicitations of commerce;
- h. Multiple copies of the same comment;
- i. Conduct or encouragement of illegal activity;
- j. Information that may tend to compromise the safety or security of the public or public systems, including content that may pose a security risk to City computer information systems; or
- k. Content that violates or appears to infringe upon a legal ownership interest of any other party.

These guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained in accordance with the current City of Clovis records retention policy, including the time, date and identity of the poster when available.

11. The City reserves the right to hide or remove any content with or without notice to the author. However, all attempts should be made to leave comments unless they violate the guidelines listed in item #10 above.