



Social Media Policy

Purpose:

The intended purpose behind establishing the City of Fountain City social media sites is for the sole purpose of disseminating information from the City of Fountain City, about the City, to residents, employees and visitors.

General Policy:

1. City Social Media sites should make clear that they are maintained by the City of Fountain City and that they follow the City's Social Media Policy.
2. Wherever possible, City Social Media sites should link back to the official City of Fountain City website for forms, documents, online services, and other information necessary to conduct business with the City of Fountain City.
3. The Social Media Administrators will be the city clerk-treasurer and one member of the common council appointed by the Mayor.
4. Designated Social Media Administrators will monitor content on City Social Media sites to ensure adherence to both the City's Social Media Policy and the interest and goals of the City of Fountain City.
5. These guidelines must be displayed to users or made available by hyperlink.
6. The City of Fountain City's website at <https://www.fountaincitywisconsin.com> will remain the City's primary and predominant internet presence.
7. Employees representing the City government via City Social Media sites must conduct themselves at all times as a representative of the City and in accordance with all City policies.
8. All content on the City of Fountain City's social media sites shall be subject to state and federal public information laws. Any information or data posted to this site, including becoming a fan of a site, may be classified as a public record. By becoming a fan and/or

posting information on social media sites you are subject to any applicable public information law.

9. The City of Fountain City does not host Facebook or other social media sites and is not responsible for any failure of any type of this service or for the information found on the pages and accounts of the other users of this service. Users are expected to understand and agree to Facebook's policies and procedures upon registration.
10. In some cases, posts by the public may violate the city's standards for content on city-sponsored social media sites. Therefore, the City of Fountain City reserves the right to restrict or remove any messages or postings with the following content:
 - a. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
 - b. Content that violates a legal ownership interest of any other party, including, but not limited to infringement of copyright, trademark or any registered mark.
 - c. Defamatory statements, or any material contained in it, holds up an individual or groups of people to public ridicule, derision or embarrassment, or is libelous.
 - d. Obscenity. The content, or any material contained in it, contains obscene matter or any other matter that is prohibited.
 - e. Use of vulgar, offensive, threatening or harassing language.
 - f. Unlawful goods, services, behavior or activities. The content, or any material contained in it, promotes or encourages, or appears to promote or encourage, the use or possession of unlawful or illegal goods, services, and behavior or activities.
 - g. Support or opposition of any ballot issue or candidate for office. The content, or any material contained in it, contains political campaign speech. "Political campaign speech" is speech that: (1) supports or opposes or appears to support or oppose a ballot measure, initiative, or referendum, or (2) refers to any candidate for public office.
 - h. Religion. The content, or any material contained in it, advocates or opposes a religion or religious belief.
 - i. Violence. The content, or any material contained in it, contains an image or description of graphic violence, including, but not limited to: (1) the depiction of human or animal bodies or body parts, or fetuses, in states of mutilation, dismemberment, decomposition, or disfigurement, and (2) the depiction of weapons or other implements or devices associated in the advertisement with an act or acts of violence or harm on a person or animal.
 - j. "Adult"-oriented goods or services. The content, or any material contained in it, promotes or encourages, or appears to promote or encourage, a transaction related to, or uses brand names, trademarks, slogans or other materials which

are identifiable with, films rated "X" or "NC-17", video games rated "A" or "M," adult book stores, adult video stores, nude and/or topless clubs and other adult entertainment establishments, adult telephone services, adult Internet sites, and escort services.

- k. Comments unrelated to the topic of the forum; hyperlinks to material that is not directly related to the discussion.
- l. Spam or commercial promotions; content containing any unsolicited or unauthorized advertisement or solicitation (i.e. spam, junk mail, chain letters, pyramid schemes or other promotional materials).
- m. Promotion or advertising of any businesses or commercial enterprises, unless they are providing support to city services.
- n. Posts or links that contain malicious software (malware) such as viruses, worms, trojans, rootkits, spyware, adware or any other unwanted software.
- o. Information that may tend to compromise the safety or security of the public or public systems.

11. The City of Fountain City social media sites are intended to be informational only and are not intended to be used as an open public forum for making comments, including any official communications to the City; for example, reporting crimes or misconduct, reporting dangerous conditions, giving notice required by any statute, ordinance or regulations such as but not limited to notices of claim.

12. This Social Media Policy may be revised at any time. This policy works in conjunction with and does not override existing or new policies or agreements.

Signature:

Bobbi Farrand, Mayor

Date: _____

Attest:

Michelle Copley, Clerk-Treasurer

Date: _____

Unanimously adopted at the regular meeting of the Common Council on November 25, 2019.