

# City of Clearwater Social Media Policy



## CITY OF CLEARWATER SOCIAL MEDIA POLICY

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### Purpose

The City of Clearwater strives to provide the public with accurate and timely information, communicated in a professional manner, and in accordance with federal, state and local laws regarding public information and data practices. The City makes use of social media as a means to provide communication with the public.

### General Guidelines

The City recognizes the public has the ability to comment on social media postings; however, the sites affiliated with the City not been created as public forums. The City herein reserves the right to delete comments on the City of Clearwater and affiliated social media sites that:

- Contain vulgar language
- Are personal attacks of any kind
- Are offensive
- Are prejudiced or hurtful remarks made toward any person or entity, including an ethnic, racial, or religious group
- Are spam
- Include sales/promotion of goods or services, or links to other sites
- Are off-topic
- Advocate illegal activity
- Promote political organizations
- Infringe on copyrights or trademarks
- Violate laws regarding public information or data practices
- Do not support the goal of providing public information

Comments are monitored during normal business hours; inappropriate material posted outside designated business hours will be removed when identified. A copy of the removed content will be saved in a social media archive along with an explanation of the specific policy violation requiring its removal.

The comments expressed on City of Clearwater social networking sites do not reflect the opinions or positions of the City of Clearwater, its employees, advisory boards, or elected officials.

The use of social media is intended to supplement rather than replace existing forms of communication with the public. The official website of the City of Clearwater remains the primary source for online information and all content on City social media sites is considered a duplication of the original information. Whenever possible, a link to the original information or the official website will be provided.

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*ADOPTED BY* the Clearwater City Council this 19<sup>th</sup> day of August, 2013.

CITY OF CLEARWATER

ATTEST:

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Sue Vergin, City Administrator