



## City of Fairfield, Ohio External Communications/Social Media Policy

*Effective: November 9, 2015*

### **Purpose**

This policy establishes guidelines for the establishment and use by the City of Fairfield, Ohio of social media sites as a means of conveying City of Fairfield, Ohio information to its residents, corporate citizens, guests and fans.

The intended purpose behind establishing City of Fairfield, Ohio social media sites is to disseminate information about the City's events, news, information, etc.

The City of Fairfield, Ohio has an overriding interest and expectation in deciding what is "spoken" on behalf of the City on social media sites.

For purposes of this policy, "social media" is understood to be content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media (including but not limited to) are Facebook, YouTube, Twitter, LinkedIn, Pinterest and Instagram. For purposes of this policy, "comments" include information, articles, pictures, videos or any other form of communicative content posted on a City of Fairfield, Ohio social media site.

### **General Policy**

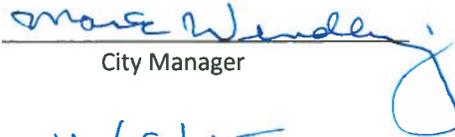
1. The establishment and use by the City of social media sites are subject to approval by the City Manager or his/her designees. All City of Fairfield, Ohio social media sites shall be administered by City of Fairfield, Ohio staff.
2. The City of Fairfield operates and maintains its social media sites as a public service to provide information about City programs, services, projects, issues, events and activities. The City of Fairfield assumes no liability for any inaccuracies these social media sites may contain and does not guarantee that the social media sites will be uninterrupted, permanent or error-free.
3. The social media sites maintained by the City should make clear that they are maintained by the City of Fairfield, Ohio and that they follow the External Communications/Social Media Policy.
4. Wherever possible, social media sites should link back to the official City of Fairfield, Ohio website for forms, documents, online services and other information necessary to conduct business with the City of Fairfield, Ohio.
5. A staff representative from the City will monitor content on the social media sites to ensure adherence to both the External Communications/Social Media Policy and the interest and goals of the City of Fairfield, Ohio.
6. The City reserves the right to restrict or remove any content that is deemed in violation of this Policy or any applicable law.
7. These guidelines must be displayed to users or made available by hyperlink.
8. The City will approach the use of social media tools as consistently as possible, enterprise wide.
9. The City of Fairfield, Ohio's website at <http://www.fairfield-city.org> will remain the City's primary and predominant internet presence for official information.
10. All social media sites maintained by the City shall adhere to applicable federal, state and local laws, regulations and policies.
11. The City's social media sites are subject to the Ohio Public Records Act. Any content maintained in a social media format that is related to City business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure.
12. Comments on topics or issues not within the jurisdictional purview of the City of Fairfield, Ohio may be removed.
13. Employees representing the City through these social media sites must conduct themselves at all times as a representative of the City and in accordance with all City policies.
14. The City maintains the right to modify this policy without notice. Any modification is effective immediately upon posting the modification on the City's website unless otherwise stated. Continued use of a City of Fairfield social media site following the posting of any modification signifies acceptance of such modification.

## Comment Policy

1. As a public entity, the City of Fairfield, Ohio must abide by certain standards to serve all its constituents in a civil and unbiased manner.
2. The intended purpose behind establishing City of Fairfield, Ohio social media sites is to disseminate information from the City, about the City, to its residents, corporate citizens, guests and fans.
3. The City of Fairfield respects individual freedom of speech, and in most cases, the City will not edit, change or delete posts. A post, comment, and/or message on any City of Fairfield social media site will not be allowed, and may be deleted and/or restricted, if it contains any of the following:
  - a. Comments not related to the original topic, including random or unintelligible comments;
  - b. Profane, obscene, violent, or pornographic content and/or language, including sexual content or links to sexual content;
  - c. 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, physical or mental disability, sexual orientation, or national origin;
  - d. Defamatory or personal attacks;
  - e. Threats to any person or organization;
  - f. Comments in support of, or in opposition to, any political campaigns or ballot measures;
  - g. Solicitation of commerce, including but not limited to advertising of any business, product or service for sale;
  - h. Conduct in violation of any federal, state or local law;
  - i. Threatening language or threatening images against a person, institution, organization or group;
  - 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;
  - m. Protected images and/or video of patients, bystanders, first responders, or other protected information;
  - n. Repetitive or duplicative posts by single or multiple users, including or deemed as spam.
4. A comment posted by a member of the public on any City of Fairfield, Ohio 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 Fairfield, Ohio, nor do such comments necessarily reflect the opinions or policies of the City of Fairfield, Ohio. The City of Fairfield does not endorse any link or links posted on any City social media site.
5. Likes, replies, forwards and/or reposts by the City shall not be construed as an endorsement.
6. The City of Fairfield, Ohio reserves the right to deny access to City of Fairfield, Ohio social media sites for any individual, who violates the City of Fairfield, Ohio's External Communications/Social Media Policy, at any time and without prior notice.
7. The City shall monitor their social media sites for comments requesting responses and for comments in violation of this policy.
8. When a City of Fairfield, Ohio employee responds to a comment, in his/her capacity as a City of Fairfield, Ohio employee, the employee's name and title should be made available, and the employee shall not share personal information about himself or herself, or other City employees.
9. All comments posted to any City of Fairfield, Ohio social media site are bound by the site's Terms of Service/Policies and the City of Fairfield, Ohio reserves the right to report any violation of a site's Terms of Service/Policies with the intent of the platform taking appropriate and reasonable responsive action.
10. All users of a City of Fairfield social media site are also subject to the site's own Privacy Policy. The City of Fairfield has no control over a third party site's privacy policy or their modifications to it. The City of Fairfield also has no control over content, commercial advertisements or other postings produced by the social media site that appear on the City of Fairfield social media site as part of the site's environment.

## Questions

Questions regarding this policy should be directed to City of Fairfield Communications at (513) 867-5300 or [communications@fairfieldoh.gov](mailto:communications@fairfieldoh.gov)

  
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City Manager

11/9/15  
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Date