



Mapleton City
Social Media Policy

Approved by the Mapleton City Council on April 13, 2022



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Purpose

In recent years, social media platforms have become necessary mechanisms for communication between Mapleton City and members of the public. The goal of this social media policy is to provide Mapleton City's authorized agents and elected officials with the knowledge and guidelines to effectively and appropriately conduct online communication through social media channels.

Scope

This policy informs social media use for the following:

- Mapleton City employees' and contractors' personal accounts
- Authorized accounts for Mapleton City
- The Mayor and City Council's official accounts, unofficial accounts, and personal accounts

Mapleton City endorses the secure use of authorized social media accounts to enhance communication and information exchange with the public to increase engagement, education, and awareness. Official Mapleton City communication tools and channels, including social media, should be used in ways that provide clear communication, maximize transparency, encourage engagement, foster trust, maintain the security of the City network, and are in line with the City's professional standards.

Definitions

Authorized accounts are social media accounts created and maintained by, for, and/or on behalf of Mapleton City, and which involve City business. Authorized accounts shall bear the official title of any Mapleton City department, service area, or employee that maintains the account. Authorized accounts must be archived and are subject to open records requests. See Professional Use section below.

Authorized agent is any City employee (including but not limited to elected officials, department heads, and public information officers) who has authority to post to authorized and/or official social media accounts on behalf of a Mapleton City elected official, department, or service area.



City business refers to subject matter that directly relates to Mapleton City (e.g., City events, initiatives, work) AND is posted by a City employee as part of their job.

Official accounts are social media accounts of the Mayor and City Council, which are used to communicate with members of the community and conduct other City business. These accounts can be created and administered by Mapleton City or the elected officials, but Mapleton City staff will not be responsible for content creation or day-to-day management. See Additional Requirements for Elected Officials section below.

Personal accounts are social media accounts managed and maintained by Mapleton City employees and elected officials for their own personal use and are not affiliated with, sponsored by, or directly associated with Mapleton City. See Personal Use section below.

Records management refers to the requirement that all social media content be archived to ensure compliance with Utah Government Records Access and Management Act ("GRAMA"; § 63G-2-103).

Social media refers to the online technologies used to share information, communicate, and listen to public feedback. Social media are used as communication tools to amplify City Business including emergency alerts, public engagement opportunities, and general awareness of City news and events.

Confidentiality

Confidential City information must not be shared on any social media channel. This includes information subject to copyrights and other licensing agreements, contract evaluations prior to award, and all other information that is exempt from disclosure under Utah GRAMA laws. City employees may not divulge confidential City information on any social media account or page, whether as a City employee, authorized agent, or private citizen.

Copyright

All information and materials produced by Mapleton City and posted on the City's social media platforms are City property. Commercial use is prohibited. Mapleton City does not allow unauthorized use of any City-owned symbols on any nonofficial social media account.



Legal Liability

All authorized agents and Mapleton City employees must recognize that they and the City may be liable for anything written or posted online including, but not limited to, commentary, content, or images that are defamatory, pornographic, confidential, proprietary, harassing, libelous, in violation of copyright laws, or that creates a hostile work environment.

Personal Use

This section lays out best practices and requirements for Mapleton City employees' and elected officials' personal accounts. Please refer to the definitions above for a better understanding of the applications for this section.

When creating and using personal social media accounts, Mapleton City employees and elected officials are prohibited from:

- Using a Mapleton City email address (i.e., creating a personal account using their mapleton.org email address);
- Using a City logo, emblem, or other City identifiers without posting a disclaimer in their profile, as described below;
- Linking to a City website URL without posting a disclaimer in their profile, as described below; and
- Using the City in their identity or username.

If an employee or elected official identifies their affiliation with Mapleton City when conducting personal social media activities; uses a brand, logo, emblem, or other City identifier; or posts a link to a City website, the individual must make it clear that they are speaking on his or her own behalf, and not behalf of Mapleton City. They should state in their profile that their comments are not representative of Mapleton City government (e.g., "Views are my own," "Anything I share is my personal opinion and not necessarily the opinion or position of Mapleton City").

Whether or not an employee specifies on their personal social media account(s) that they work for Mapleton City, their employment with the City is public record. Employees should be mindful that whenever they discuss issues online, whether in a personal or



professional capacity, their comments can be tied back to their employment with Mapleton City. Additionally, personal accounts could be obtained and used in civil proceedings, criminal trials, department investigations, and to assess bias that would erode public trust in Mapleton City.

Employees should honor the privacy rights of City officials, employees, and others by not disclosing internal City happenings that might be considered a breach of privacy or confidentiality.

Employees are discouraged from using City computers for personal business; however, an employee who accesses a personal account from City-owned, City-leased, or City-provided technology has no right to privacy of any information created, stored, transmitted, accessed, or viewed from that technology. The City may review, read, or otherwise monitor all internet activity and websites that are accessed.

Nothing in this policy is meant to prevent a Mapleton City employee from exercising their right to protected First Amendment speech; making a complaint of discrimination or other workplace misconduct; expressing an opinion on a matter of public concern that does not unduly disrupt City operations; or engaging in other activity protected or privileged by law, including, but not limited to, speech and/or expression protected under state or federal constitutions, as well as labor laws and other applicable laws. Speech that significantly harms the City's ability to provide public services may result in discipline, up to and including termination.

Professional Use

This section lays out best practices and requirements for Mapleton City's official and authorized accounts, including those for elected officials and City departments. Please refer to the definitions above for a better understanding of the applications for this section.

Mapleton City's Authorized and Official Accounts (As Of 10/01/23):

@mapletoncity (Facebook, Instagram, Twitter)

@MapletonCityMeetings (YouTube)

@mapletonparksandrec (Facebook, Instagram)

@mapletoncityfire (Facebook)



@mapletonfirerescue (Instagram)

@mapletonpolice (Facebook, Instagram)

@mapletoncitynetwork (Facebook, Instagram)

Roles & Responsibilities

The Public Information Officer will:

1. Maintain a list of authorized and official social media accounts, corresponding authorized agents, and login information for security, archiving, and emergency purposes.
2. Define and reinforce brand standards.
3. Work with the City Manager to evaluate and make final determinations and recommendations for all social media channels, including requests to create new, deactivate old, and/or consolidate existing social media accounts.
4. Ensure all content on authorized and official accounts are properly and regularly archived.
5. Work with City departments to coordinate social media strategies, tactics, and campaigns for public engagement, programs, and events.
6. Stay up to date on emerging and industry best practices and provide resources and training materials to authorized agents when necessary.
7. Set standards, metrics, and benchmarking to measure effectiveness of social media efforts.
8. Serve as a resource to City departments, including providing resources, answers to questions, and support as it relates to this policy and social media practices.
9. Update this and other relative policies regularly.



Authorized agents will:

1. Provide the Public Information Officer with all changes made to authorized and official accounts, authorized agents, and login information.
2. Ensure the retention of stories and other temporary posts that are designed to disappear after a set time period.
3. Add a hyperlink to the social media terms of use page on the City website (see page 13) in the “About” section of authorized and official accounts.
4. Regularly post content to authorized accounts.
5. Continuously monitor authorized accounts for questions from residents, rumors about the City or department that should be addressed, and other potential issues the City should prepare for. It is not appropriate to engage in arguments with members of the public.
6. Respond to questions for information within one business day. If an authorized agent does not have an immediate answer, respond that you are working on it and when they can expect an update.
7. Regularly track the effectiveness of posts and pages and adjust social media strategy as needed.
8. Work with the Public Information Officer to develop, enhance, and use best practices.
9. Never delete posts or comments left on authorized or official accounts.
10. Uphold brand standards and values.
11. Get approval from the Public Information Officer before paying for any advertisements on authorized accounts.
12. Take proper measures to ensure social media security, including but not limited to:
 - a. Enabling multi-factor authentication when possible.



- b. Changing passwords immediately if authorized users are removed as administrator or leave City employment.
- c. Changing passwords immediately after an authorized or official account has, or is suspected of being, compromised.
- d. NOTE: The Public Information Officer will manage these steps for official accounts.

Guidelines for General Use

Authorized accounts for Mapleton City should remain professional in nature. Content should always be conducted in correspondence with the City's brand standards, values, policies, and expectations, as well as local, state, and federal open records and meetings laws.

Mapleton City recognizes the following goals as they relate to social media:

1. Increase public awareness of Mapleton City's vision, mission, values, and work.
2. Build trust by enhancing transparency and accessibility of messages and communicating competency.
3. Motivate residents to participate in public policy and City programs/events.
4. Develop affinity for the City brand by building new and existing relationships with residents.

The expectations of professional use of Mapleton City social media are:

1. Authorized agents are prohibited from posting to authorized social media accounts any content that is hate-oriented, potentially libelous, attacking, plagiarized, copywritten, or private information.
2. Stick to the account/department's area of expertise and provide unique departmental perspectives on what is going on in Mapleton City.
3. Any commercial promotion, or any advertisement or endorsement that is not pursuant to City business, must receive approval from the Public Information Officer and/or City Manager before being shared.



- a. Best practice for commercial promotion is to share the information to the page's stories and clearly define and direct to an external contact.
4. Posts on authorized accounts, including those posted by authorized agents or those from the public, shall not be deleted unless they meet one or more of the criteria established in the Comment Policy section below.
 - a. If a post contains inaccurate information or grammatical errors, authorized agents may edit the post, but they must make it clear how the post has been edited.
5. There is no expectation of privacy with social media postings on authorized accounts. Mapleton City reserves the right to monitor the use of its devices and/or networks and to retrieve all social media postings.
6. External consultants will not be granted access to manage Mapleton City's social media accounts.

Comment Policy

Mapleton City shall maintain a public comment policy that shall be accessible by the public on each of Mapleton City's authorized and official accounts.

Social media platforms encourage the exchange of ideas and information by allowing users to voice their opinions and ask questions. Authorized agents are encouraged to reply to comments in a timely manner, when a response is appropriate. Inevitably, some comments made on Mapleton City's social media content may be negative or unsavory. If comments are in context to the conversation, they should remain visible, regardless of whether their content is favorable or unfavorable towards the City.

As far as the courts are concerned, deleting and hiding comments are the same. Authorized agents are not allowed to delete comments under any circumstances.

The default position for any authorized or official account of Mapleton City is to not hide any comments. Because social media platforms constitute limited public forums, similar to those in City Council meetings, the bar to hide comments is high, and should only be done after prior consultation with the Public Information Officer.



Authorized agents are allowed to hide comments ONLY when the comments contain one or more of the following:

- Obscenity: Any utterance, act, or sexually explicit content that strongly offends the prevalent morality of the time. Most third-party social media platforms filter obscene content on their own. Profanity is not obscenity.
- Defamation: The statement must be false, an assertion of fact, and cause damage.
- Threats: A communicated intent to inflict harm or loss in another that is usually very specific. A test for this is whether you could charge the statement criminally.
- Hate Speech: Any content that promotes, fosters, or perpetuates discrimination based on race, creed, color, age, religion, gender, marital status, status regarding public assistance, national origin, physical or mental disability, or sexual orientation.
- Illegal Activities: Committing a crime, attempting to commit a crime, or encouraging others to commit a crime.
- Promotion of Illegal Discrimination by Government: Encouraging discriminatory hiring practices, etc.
- Spam: Any content not topically related to the particular social medium article being commented upon, including random or unintelligible comments.
- Links to Malware
- Material that infringes on a copyright

If a comment meets any of the criteria above AND the Public Information Officer gives approval to hide a comment, the following steps must be taken:

1. The Authorized Agent and/or Public Information Officer will search for the comment on Archive Social to make sure the metadata has been retained as a public record.



2. The Authorized Agent will privately message the comment's author to inform them that the comment in question is being hidden. Here is an example:

"We are reaching out to let you know that your comment made on [Authorized Account Name]'s post about [topic] has been removed for violating Mapleton City's Social Media Terms of Use. These Terms of Use can be found through [the link in our profile bio/the About section of our page] and are also posted on the City website: [insert link]

Your comment is considered a public record, pursuant to the Utah Government Records Access and Management Act ("GRAMA"). Though it is no longer visible to other social media users, the comment and its metadata have been properly archived in compliance with Utah GRAMA standards."

3. The Authorized Agent will hide the comment (not delete it).

Some third-party social media platforms allow administrators to turn off a post's comments entirely. This defeats the purpose of social media (stated above) and is strongly discouraged. Authorized Agents must consult with the Public Information Officer prior to creating a post they want to turn comments off to. Comment disabling must occur immediately after posting or not at all. If an Authorized Agent closes comments on a post, they must include language in the post as to why in an upfront, neutral way (e.g., "The City has turned off comments for this post to ensure clarity of the communication").

Guidelines for Content Creation

Mapleton City's social media content includes all information posted through words, pictures, videos, and links. When creating and posting social media content, authorized agents should, whenever possible:

- Use a professional, succinct, and engaging tone of voice.
- Link back to the City website.
- Include a visual element to accompany the text.
 - Local images, custom graphics, and videos should take precedence over stock images.



- Photos of City employees and members of the public should have the subjects' written permission for use, especially if the image will be used in advertising.
- While GIFs and memes can be effective on social media, authorized agents should use them with caution, keeping the content's origin and context in mind, as well as the account's audience.

Creating New Social Media Accounts

When planning to launch new authorized or official social media accounts, department heads, authorized agents, and/or elected officials will work with the Public Information Officer to complete a social media action plan that addresses key questions, including:

- Overall purpose and vision for the account and its social media strategy.
- Description of why the account is needed and differs from existing channels.
- Target audiences, including an explanation for how no existing channel reaches or includes that audience.
- Gaps in existing communication channels that will be filled by the new account.
- Resources and staff time needed.
- Records retention.
- Success metrics.

The completed social media action plan must be evaluated and approved by the City Manager prior to opening any new account.

Additional Requirements for Elected Officials

This section applies only to official accounts, or elected officials' social media accounts that are created and administered by Mapleton City to communicate with members of the community and conduct other City business. Administration includes ensuring records are retained, overseeing the transition of accounts to newly elected officials, and enforcing this policy. City staff will not be responsible for content creation or day-to-day



management. Please refer to the definitions above for a better understanding of the applications for this section.

Separation of Account Purposes

Elected officials are encouraged to maintain separate campaign and official accounts on social media platforms. Official accounts can only contain content related to City Business. Because official accounts are property of Mapleton City, content that advocates for candidates or other ballot measures is prohibited on official accounts. Official accounts must not include hyperlinks to personal or unofficial accounts.

City Data and Archiving

All content created or posted on official accounts belongs to Mapleton City and is considered a public record, pursuant to the Utah Government Records Access and Management Act ("GRAMA"). Posts, comments, replies, and messages, regardless of who created them, will be archived. Officials may not retain official accounts or access to any official accounts in a personal capacity after departing the City because accounts are City data.

Account Access

Prior to gaining editor access to an official account, the elected official must go through training on this policy and social media best practices.

If an elected official wants an official account created, they must submit the request to the Public Information Officer and the City Manager.

Account Continuity

Official accounts are to remain with Mapleton City, and not the person in the elected position. The Public Information Officer must always retain access to these accounts for continuity. When an elected official leaves office, the Public Information Officer will transfer the official account to the new officeholder and update the account information to reflect the newly elected or appointed official.

Naming Conventions

The Public Information Officer will determine a uniform naming convention for all official accounts. The page, profile, or account name may include the current official's name, in accordance with the third-party social media platform's policies. The page's username (i.e.,



the URL on Facebook or handle on Twitter and Instagram) must remain office-specific and consistent across social media platforms.

Profile and Banner Images

Elected officials should use their official City headshot as the profile photo. The banner image may be a photo taken within Mapleton City with no additional text or graphics added.

Political Activity

All elected accounts are prohibited from using official accounts to:

- Engage in any political activities, such as to campaign for re-election.
- Endorse any candidates for any office on a local, county, state, or federal level.
- Influence or compel any person to apply for membership in or become a member of any political organization.
- Pay or promise to pay a political contribution.

Officials may use their personal or unofficial accounts for these types of activities. Officials must not use official accounts to engage in any conduct or activity that violates federal, state, or local law, or circumvents election or campaign requirements.

Content

Official accounts for Mapleton City should remain professional in nature. Content should always be conducted in correspondence with the City's values, policies, and expectations, as well as local, state, and federal open records and meetings laws.

Elected officials are encouraged to use official accounts to:

1. Share content is relevant to the respective office.
2. Follow existing guidelines related to the City logo and branding.
3. Solicit feedback from constituents about City business.
4. Share City updates and public engagement opportunities.



5. Interact with constituents.

Elected officials are prohibited from posting the following to official social media accounts:

1. Any content that is hate-oriented, potentially libelous, attacking, plagiarized, copywritten, or private information.
2. Paid advertisements.
3. Personal campaign information or promotion.
4. Campaign endorsements for others seeking office.
5. Grassroots lobbying or soliciting support for a position.
6. Generating, circulating, soliciting, or encouraging signing petitions.

Additional Guidelines for Official Accounts

1. Any commercial promotion, or any advertisement or endorsement that is not pursuant to City business, must receive approval from the Public Information Officer and/or City Manager before being shared.
 - a. Best practice for commercial promotion is to share the information to the page's stories and clearly define and direct to an external contact.
2. Posts on official accounts, including those posted by elected officials or those from the public, shall not be deleted unless they meet one or more of the criteria established in the Comment Policy section above.
 - a. If a post contains inaccurate information or grammatical errors, authorized agents may edit the post, but they must make it clear how the post has been edited.
3. There is no expectation of privacy with social media postings on official accounts. Mapleton City reserves the right to monitor the use of its devices and/or networks and to retrieve all social media postings.
4. External consultants must not be granted access to manage official accounts.



Terms of Use for Authorized and Official Social Media Accounts

These Terms of Use will be posted on the City's website. Authorized and official accounts must include a link to these terms in the account profile.

Mapleton City, its departments, and its elected officials ("the City") use online engagement tools including websites, social media, and YouTube as a public service to provide information about matters of public interest in and to the City. Mapleton City assumes no liability for any inaccuracies in these posts and does not guarantee that the information shared on these platforms will be uninterrupted or error-free.

All content created or posted (e.g., posts, comments, replies, and messages) on the City's social media and YouTube channel belongs to Mapleton City and is considered a public record, pursuant to the Utah Government Records Access and Management Act ("GRAMA"). Please be aware that anything you post may survive deletion, whether by you or others.

Any individual ("User") who accesses any online platform utilized by Mapleton City agrees that they have read, understand, and accept, without limitations, the following terms and conditions. The City's terms of use are in addition to those upheld by the social media platforms.

Terms of Use

1. I understand that all requests for emergency services should be directed to 911, and not through Mapleton City's social media accounts.
2. The content I posts reflects my own original thoughts or work.
3. I understand that The City has the right to share or repost any content, photos, or videos that I submit on their social media channels (including comments, mentions, tags, etc.).
4. I understand and agree that my and/or others' comments are subject to removal and archiving from the City's social media channels if they contain:
 - a. Profanity or Obscenity: Any utterance, act, or sexually explicit content that strongly offends the prevalent morality of the time.
 - b. Defamation: The statement must be false, an assertion of fact, and cause damage.
 - c. Threats: A communicated intent to inflict harm or loss in another that is usually very specific. A test for this is whether you could charge the statement criminally.



- d. Hate Speech: Any content that promotes, fosters, or perpetuates discrimination based on race, creed, color, age, religion, gender, marital status, status regarding public assistance, national origin, physical or mental disability, or sexual orientation.
 - e. Illegal Activities: Committing a crime, attempting to commit a crime, or encouraging others to commit a crime.
 - f. Spam: Any content not topically related to the particular social medium article being commented upon, including random or unintelligible comments.
 - g. Links to Malware
 - h. Material that infringes on a copyright
- 5. I understand that any content I provide on the City's social media channels (including comments, mentions, tags, etc.) is considered a public record under state law and may be retained as government data.
 - 6. I understand that posts to the City's social media channels may be removed under the City's Social Media Policy.
 - 7. I understand the views and comments expressed on the City's social media channels reflect those of the comment's author and do not necessarily reflect the official views of Mapleton City.
 - 8. Individual complaints, concerns, or service requests should not be addressed via the City's social media channels unless the City specifically identifies those channels for that purpose.
 - 9. I understand that to protect my privacy and the privacy of others, I should not include sensitive, personally identifiable information (e.g., social security numbers, addresses, or financial data) in content I provide on the City's social media channels. I understand these channels should not be considered secure.
 - 10. I understand the City reserves the right to discontinue its social media channels at any time.
 - 11. I understand practical and legal considerations may sometimes constrain, prevent, or prohibit discussion by the City of certain topics on its social media channels including, but not limited to, litigation and pending investigations.
 - 12. I understand following or "friending" persons or organizations is not an endorsement by the City and is only intended as a means of communication.



13. I understand any references or links to a specific entity, product, service, or organization posted by individuals on the City's social media channels should not be considered an endorsement by the City.
14. I understand the City may share links to external websites not owned or controlled by Mapleton City, and that Mapleton City is not responsible for and does not guarantee the authenticity, accuracy, appropriateness, or security of any link, external website, or its content.

Privacy Policy

Mapleton City, as a government entity, conducts public business, and its records are generally available for public review. Nevertheless, the City is committed, to the extent allowable by law, to protect and secure your personal information contained in City records. Third-party social media platforms (e.g., Facebook, Twitter) have their own privacy policies. Please refer to the privacy policies of any social media platform used for more information, as you are no longer on a City website and are subject to the privacy policy and conditions of that website.