

Social Media Policy

Purpose

This policy establishes guidelines for the use of social media by the City of Hubbard to share information with the public. The purpose is to disseminate City-related information, promote events, and support official programs and area non-profits in a civil, unbiased, and professional manner. The City Clerk has primary oversight of all social media activity to ensure alignment with the City's goals and legal requirements.

For this policy, "social media" refers to online platforms for publication and commentary, including the City's website and social networking platforms.

This policy complements existing City policies on technology use, public records, and employee conduct.

General Policy

1. Approval and Oversight:

- The establishment and use of City social media sites must be approved by the **Mayor** or their designee.
- Each department managing a social media site must designate an administrator, subject to the City Clerk's supervision.

2. Authenticity:

- All social media accounts must clearly identify that they are maintained by the City of Hubbard. The City logo or branding must be used for authenticity.
- Social media accounts will join or interact only with pages or groups relevant to official City business, services, and events.

3. Content Management:

- Wherever possible, social media posts should link back to the City's website (<http://www.hubbardiowa.com>) for forms, documents, and official information.
- Social media content must be monitored regularly to ensure it adheres to the City's policy and goals.

4. Content Moderation:

- The City Clerk or their designee has the authority to restrict or remove any content that violates this policy or applicable law.
- Removed content must be retained, including the time, date, and identity of the poster (when available), to comply with public records requirements.

5. Compliance with Laws:

- Social media content is subject to the Freedom of Information Act (FOIA), e-discovery laws, and Iowa public records laws. Content related to City business, including comments and subscriber lists, must be retained in an accessible format.

6. Primary Online Presence:

- The City's website will remain the primary platform for conducting official City business.

7. Employee Conduct:

- Employees representing the City on social media must conduct themselves professionally, adhering to City policies and legal standards. Violations will be addressed per the Disciplinary Action Procedures outlined in the Employee Handbook.

Comment Policy

Public comments may be welcomed but must adhere to the following standards. The City reserves the right to remove comments that include:

- Irrelevant content.

- Discrimination based on race, creed, color, sex, national origin, religion, age, sexual orientation, gender identity, marital status, or disability.
- Defamatory or personal attacks.
- Threats or harassment.
- Political endorsements or opposition.
- Commercial solicitations.
- Illegal activity or encouragement thereof.
- Information compromising public safety or security.
- Copyright infringement or violations of intellectual property rights.

Individuals who violate the comment policy may be warned or blocked from further interaction.

Sample Warning:

“Your recent post violates the City of Hubbard Social Media Policy. Please refrain from posting inappropriate content. Continued violations may result in being blocked from this forum. Thank you for understanding.”

Oversight and Responsibilities

1. City Clerk’s Role:

- The City Administrator oversees social media operations, ensuring compliance with policies and laws.
- They will provide guidance to Department Supervisors on best practices for social media engagement.

2. Department Responsibilities:

- Departments managing social media sites must monitor them for policy violations, respond to public comments when appropriate, and retain records of all posts and interactions.

3. Public Records:

- Each department is responsible for retaining content and responding accurately to public records requests. The City Administrator will coordinate to ensure compliance with FOIA and Iowa public records laws.

4. Employee Identification:

- Employees authorized to engage in social media on behalf of the City must clearly identify their role and affiliation with the City.

Visibility of Guidelines

This policy must be prominently displayed or made available via hyperlink on all City of Hubbard’s social media platforms.