

# City of Murray

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P.O. Box #186  
Murray, Iowa 50174

Phone: (641) 447-2522  
Fax: (641) 447-2523

## SOCIAL MEDIA POLICY

### **PURPOSE:**

The purpose of this Administrative Policy (AP) is to set forth the guidelines for the establishment and use by the City of Murray social media sites to convey information to the citizens of the City of Murray. The main purpose behind the use of these sites is to disseminate information from the city to the public in a civil and unbiased manner.

### **SCOPE:**

This AP covers all city employees under the administrative control of the City Administrator, Mayor and City Council.

### **PROCEDURE:**

For the purpose of this policy, social media includes any facility for online publication and commentary including but not limited to blogs, wikis, content hosting sites such as YouTube, and any social networking sites such as Facebook and Twitter. This policy is in addition to any existing or future City policies regarding the use of technology, computers, e-mail, internet, cellular phone and electronic communication.

The establishment and use of City social media sites by any City department and City personnel are subject to approval of the City Administrator or their designee(s).

The purpose of the City of Murray Facebook, Murray Recreation Facebook page and the City website [www.murrayia.org](http://www.murrayia.org) is to provide information from and about the City for the benefit of the public. The City Facebook pages and website are maintained and monitored by the city hall staff. City Personnel and officials will not respond to any comments on the City Facebook pages or comments on any other Facebook page in regards to the city, it's personnel or it's officials.

Use of the City Facebook pages constitutes the user's agreement to comply with the following Terms of Use in posting comments:

- These sites are not meant for complaints or requests for service/information. Please contact city hall directly by phone, email or in person.
- Comments shall be suitable for all readers; they may not contain profane or obscene language.
- Comments shall not slander, libel, defame, malign or insult any person; comments shall not refer to the personality of individuals and users shall not engage in personal attacks.
- Comments shall relate to the original topic under discussion; any references to links to other websites must be relevant to the topic.
- Comments shall not include the address, phone number, Social Security number or other sensitive information regarding the identity of any person or organization.
- Users shall not misrepresent their identities; users may not hold themselves out as representing or being others.
- Comments shall not contain content that promotes, fosters or perpetuates discrimination on any unlawful basis.
- Comments shall not contain threats to any person or organization.
- Comments shall not advertise or promote products or businesses.
- Comments shall not support, oppose or make recommendations regarding candidates for public office, political campaigns or ballot questions.
- Comments shall not compromise the safety or security of the public or public systems.
- Comments shall not violate the copyright, trademark or other intellectual property rights of any person or entity.
- Comments shall not violate any Federal, State, or local law; they shall not encourage or promote any illegal activity.

### **RESERVATION OF RIGHTS**

City reserves the following rights with respect to the Facebook page:

- To deny access to any user who violates the Terms of Use.
- To restrict or remove any content deemed in violation of the Terms of Use.
- To amend the Terms of Use