



## *City of Crockett* **Social Media Policy**

### **Policy.**

The City of Crockett (City) uses social media to promote effective communication of City news, services, and events. This policy is designed to help ensure that comments/postings on the City's social media sites meet certain standards to serve all of the City's constituents in a civil and unbiased manner.

By posting to or commenting on the City's social media sites, a user/visitor agrees to the terms of use outlined in this policy, including agreeing that participation is by choice, and agreeing to take personal responsibility for comments, username and any information provided therein. A user/visitor who posts comments contrary to the terms of use outlined in this policy may be prohibited from future participation at any time and without prior notice.

### **Definitions.**

"Social Media" for the purpose of this policy means any of the City of Crockett's social media sites used to disseminate information from the City to its citizens and any of the City's online services that allow for interaction with City residents and other stakeholders. This includes, but is not limited to, the City's website and the City's Facebook page.

"Comments" include information, articles, pictures, videos, links or any other form of communicative content that is posted on a City of Crockett social media site.

#### **A. General Provisions.**

1. Disclaimers
  - a. The opinions and comments expressed on the City's social media sites by a member of the public is only the opinion of the commentator/poster. Publication of a comment does not imply endorsement of, agreement by, or necessarily reflect the opinions or policies of the City or its employees.
  - b. Comments by a member of the public on a social media site are not official public testimony concerning any program or project, are posted for discussion only, and are not a substitute for a formal statement in a public hearing process.
  - c. The City does not endorse any links or advertisements that may appear on the City's Facebook page.



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### 2. Limited Public Forum.

Because the City's social media sites are limited public forums, these forums are not available for general public discourse. The City reserves the right to limit the topics that may be discussed. The City also reserves the right to reject or remove (if technology allows) without prior notice any content that violates the provisions of this policy or any comments on topics or issues not within the jurisdictional purview of the City.

### 3. Monitoring.

#### a. Monitoring by City.

Although City departments are responsible for monitoring their social media sites for comments, the City's social media accounts are not monitored 24/7. Therefore, users and visitors should not expect immediate posts and responses. Accounts are traditionally monitored during normal business hours, designated as weekdays from 8 am to 5 pm excluding holidays.

#### b. Facebook Monitoring.

- (1) The City's Facebook setting should automatically hide a comment if profanity is used within the post.
- (2) All comments posted to any City of Crockett Facebook site are bound by Facebook's Statement of Rights and Responsibilities and Community Standards. The City of Crockett reserves the right to report any violation of this statement to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.

### 4. Inappropriate Contact Resource.

The City's social media accounts should **NEVER** be used to report a crime or emergency situation. Crime reports and requests for police, fire or emergency medical assistance must be made by dialing 9-1-1.

For a non-emergency situation, call or email the appropriate department / representative for a timely response and the initiation of a work order. The contact information can be found on our website at <https://crocketttxas.org> or by calling City Hall at 936-544-5156. Posting a comment is never recommended as the best way to contact or receive a response from a City official or department.



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5. Compliance with Texas Public Information Act.

The City's social media sites are subject to the Texas Public Information 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.

**B. Rules for Comments.**

1. Comments must meet the following criteria:

- a. be civil;
- b. be relevant to and within the scope of the original topic under discussion;
- c. be intelligible and to the point (not rambling or repetitive);
- d. represent only the person posting the comment; and
- e. not contain any external links.

2. The following are prohibited:

- a. abusive or fake profiles/accounts;
- b. advertising, business, promotional announcements or solicitations of commerce;
- c. content that violates a legal ownership interest, such as a copyright, of any part, including copyrighted photographs, music, videos, graphics;
- d. comments that breach any federal, state, or local law or encourage illegal activity;
- e. discriminatory comments, including any comments that promote, foster, or perpetuate discrimination on the basis of race, creed, color, age, religion, gender, national origin, physical or mental disability, sexual orientation, or socioeconomic status, including status with regard to public assistance;
- f. harassing comments or content that constitutes and/or facilitates stalking;



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- g. information that may interfere with or compromise current investigations, police tactics or the safety or security of public safety staff and/or the public or public systems;
- h. insults;
- i. libelous, slanderous, offensive, or malicious language;
- j. personal or sensitive information such as an address, phone number, social security number, or marital status;
- k. references to the personality of individuals or personal attacks;
- l. political messages, comments/postings serving electoral campaign purposes or supporting or opposing ballot measures;
- m. pornography or comments of a sexual nature;
- n. content that violates the right to privacy;
- o. profanity; and
- p. threats to any person or organization or comments of a violent nature.