

Social Media Policy

City of Dayton, Ohio

1. Purpose

The City of Dayton (“the City”) uses social media platforms; which may include but are not limited to Facebook, Twitter, YouTube, Google+, LinkedIn, Pinterest, SlideShare, Instagram and Nextdoor for Cities; to further its mission, increase transparency and build trust with citizens. The primary use of the City’s social media activity is disseminating information regarding government services and programs. City accounts on social media serve as official government methods of communication; however, the City does not necessarily endorse or support organizations, messages or other entities that it may follow, share information from, “like” or link to through social networks. These engagement behaviors do not necessarily represent a relationship between the City and any other organization or individual. The City’s social media accounts are not intended to function as a comprehensive calendar of community events and activities.

2. Approval and Administration

Social media accounts for the City of Dayton will be maintained and monitored by appointed City staff and personnel **during normal business hours (Monday through Friday, 8:00 a.m. to 5:00 p.m. EST)**. These City staff members are responsible for adhering to this policy and ensuring activity connected to the City of Dayton’s accounts on each network faithfully represent the City of Dayton. The City will only have one account per platform, unless a Department, Division or program requests permission and receives approval from the City Manager’s Office to launch its own unique account. Individual departments and divisions are encouraged to contact the Public Affairs Office to use the City’s centralized social media accounts in order to distribute public messages concerning their services, operations, events, achievements, etc.

3. Comment Policy

Comments posted on, connected to or otherwise directly associated with City social media accounts or their content will be monitored and are subject to moderation, including deletion/removal. The City reserves the right to hide, report or remove inappropriate comments, including those with content that:

- a) Is profane, obscene or sexual in nature;
- b) Threatens or defames any person or organization;
- c) Violates the legal ownership interest of another party;
- d) Supports or opposes political candidates or ballot propositions;
- e) Promotes illegal activity, commercial services or products (e.g. spam);
- f) Is not topically relevant to a particular posting;
- g) Violates federal, state, or local law, including content that is inconsistent with applicable City ordinances or policies;
- h) Undermines the spirit of civil discourse intended in social media spheres.

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Any comments or posts created by a member of the public are not necessarily the opinion or position of the City of Dayton.

The City reserves the right to report activity of users on or connected to its social media accounts if it violates the platform's terms of service. Only under extreme circumstances will the City ban users from making comments on its content and will follow Facebook's recommended guidelines for banning users (<https://www.facebook.com/help/www/250902441670435?rdhrc>). The City will only take such action after consistent and frequent abuse of this policy and only following a written warning on the social medium where the violations take place.

4. Compliance with Laws

This social media policy and the social media accounts of the City of Dayton are intended to be fully applicable according to federal, state, and local laws, regulations, and policies. Content posted on or connected to City of Dayton social media sites is considered a public record and is subject to the Ohio Public Records Law and other applicable record retention laws. In addition, content posted by a member of the public on social media sites may be subject to e-discovery laws. Information that is protected by copyright or trademark will not be posted or maintained on a City of Dayton social media account unless permission has been granted by the owner of the intellectual property.

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