

## SECTION 200

# 212 SOCIAL MEDIA POLICY

## **211: Social Media Policy**

### **Section 211.10 Purpose**

The purpose of this policy is to establish a social media policy for the City of Avon social media site(s). This policy shall be posted on the social media site(s) with the following content:

“The City of Avon, Minnesota, uses social media such as Facebook, to provide communication with the public. The City of Avon Police Department encourages participation and comments from the public on its social media site(s). However, these site(s) are public forums monitored by city staff and the City of Avon reserves the right to remove posted content on its social media site(s) including but not limited to following:

1. Posts and comments that include vulgar, offensive, threatening or harassing language, or personal attacks
2. Prejudiced or hurtful comments that encourage discrimination or discriminate on the basis of creed, color, age, religion, gender, marital status, national origin, physical or mental disability, or sexual orientation
3. Spam or Phishing
4. Advertisement for commercial services or goods
5. Posts and comments that advocate illegal activity
6. Political statements that endorse or oppose political candidates
7. Obscene or sexual content, or links to obscene or sexual content
8. Information that could compromise the safety or security of the public or public systems
9. Information that could compromise an ongoing active criminal investigation

PLEASE NOTE: Comments expressed on the City of Avon’s social networking site(s) do not reflect the opinions or positions of the City of Avon, its employees, or elected officials.

Data Practices and Record Retention: To the extent that any content on social media is government data, such data are transitory communications and will not be retained.

In the event of an emergency, call 9-1-1 for police, fire or EMS response. The City of Avon cannot guarantee a timely emergency response to comments posted on social media site(s).”

April 2015