

MEDFORD, MA CITY COUNCIL

- Social Media Account Guidelines -

DRAFT 4/23/24

OVERVIEW: The City of Medford has a social media policy that applies to City Hall staff, but this policy will apply to the Medford City Council Account only. This policy will enhance communication, collaboration, and information exchange with our constituents. These guidelines shall outline official use of social media by the Medford City Council for government-related purposes. We understand that technology advances may occur and new tools will emerge. We will continue to update these guidelines as necessary. The purpose of the Medford City Council social media accounts will be to disseminate information pertinent to the work of the Council, such as important upcoming meetings, promotion of events related to the work of the Council, notifications of upcoming listening sessions or public forums, etc.

DEVELOPMENT

Basic developmental guidelines are as follows:

- Any and all Medford City Council social media sites or web pages shall represent the whole Council and not any individual member.
- All Medford City Council social media sites or web pages shall be approved by the Chair of the Resident Services and Public Engagement Committee.
- Only social media accounts listed on the Medford City Council webpage shall be considered “official” accounts.
- Each social media page shall include an introductory statement that clearly specifies that the account is the official account of the Medford City Council and represents all members.
- The Medford City Council’s official webpage on the Medford City website shall link to and promote its social media efforts.
- Social media pages shall clearly indicate they are maintained by the Medford City Council and shall have contact information prominently displayed. All social media pages shall indicate they are not monitored at all hours, nor are they monitored by all City Council members. All social media pages shall also be considered limited public forums and indicate such.
- Social media content shall adhere to applicable laws, regulations, and policies, including all information technology and records management policies, OML, etc.
- Where applicable, social media pages should state that the opinions and content expressed by visitors to the page(s) do not reflect the opinions and view of the Medford City Council. Publication of content does not imply endorsement or agreement of the Council.

GUIDELINES FOR CONSTITUENTS

- All posted comments to any and all approved Medford City Council Social Media Accounts will be monitored and the Chair of the Resident Services and Public Engagement Committee reserves the right to remove obscenities, advertisements, off-topic comments, and personal attacks of any kind. The City Council is not obligated to respond to any comments or private messages.
- Any comments considered obscene, advertising, off-topic, or a personal attack, can lead to the offending user's removal from the social media page.
- Pages shall clearly indicate that any content posted or submitted for posting is subject to public disclosure.
- Social media content shall adhere to applicable laws, regulations, and policies, including all information technology and records management policies.

GUIDELINES FOR OFFICIAL MEDFORD CITY COUNCIL USE

The Chair of the Resident Services and Public Engagement Committee or their designee will be the direct point of contact regarding the Medford City Council's official Social Media accounts. The following guidelines shall be followed when determining what information is disseminated to the public on official Social Media Sites, how it goes out, and when that information is released. Make note that any content placed on these outlets is public information and is discoverable.

Authorized users shall:

- Use their best judgment when disseminating content on the City's behalf.
- Make every effort to be neutral and non-partisan.
- Adhere to all City standards of conduct.
- Not conduct political activities or private business.
- Not post, transmit, or otherwise disseminate confidential information, including but not limited to photographs, videos, or other sensitive data.
- Make sure postings will be professional at all times and use proper grammar.
- Promote and encourage community engagement and communication with the public.
- Provide information about city resources, operations, services, and events.

- Not engage in arguments or debates.
- Regularly update the public on time sensitive notifications & alerts. Postings will consist of factual information that has been verified.
- Regularly reply and respond to inquiries. Direct inquiries to the proper department(s) who are best able to provide accurate information & results.
- Handle requests from the media.
- Not promote a business, item, product, or service unless it directly impacts public safety or the general well-being of our residents. Not promote an event or promotion held by a non-city organization.