

**CITY OF FRANKFORT
CLINTON COUNTY, INDIANA**

**SOCIAL MEDIA POLICY
Effective June 10, 2024**

1. **Purpose.** The City of Frankfort, Indiana (hereinafter the “City”) views social media as a tool to keep its residents and the general public informed as to matters impacting the City. This Social Media Policy (hereinafter “Policy”) establishes guidelines for the general public’s interactive use of City Social Media Accounts (defined herein). The City has an overriding interest and expectation in protecting the integrity of the information posted on its Social Media Sites (defined herein) and the content that is attributed to the City, and its officials.

2. **Scope.** This Policy applies to all members of the general public interacting with City Social Media Accounts. The City reserves the right to change, modify, or amend all or part of this policy at any time deemed necessary or appropriate, without notice. By commenting, posting, or engaging on a City Social Media Site the user hereby agrees to abide by this Policy and the terms of use of the Social Media Site. Users participate at their own risk and recognize that by engaging with City Social Media Accounts, the user is solely responsible for the content they provide or post.

3. **Definitions.**

3.1. **Social Media Sites.** “Social Media Sites” shall include, but is not limited to: X, Facebook, Instagram, YouTube, and LinkedIn, among other Social Media platforms not specifically listed herein.

3.2. **City Social Media Account.** “City Social Media Account” shall be defined as an account established and maintained by the City, where the City has control over the content posted on the site. The City’s official website is not considered a City Social Media Account.

3.3. **Social Media Content.** “Social Media Content” shall be defined as posting of information that includes but is not limited to pictures, videos, and text.

4. **City Rights and Responsibilities.**

4.1. The City reserves the right to monitor, moderate, restrict, block, suspend, terminate, delete, or discontinue user accounts or access to its City Social Media Accounts without notice, for any reason, and at its sole discretion.

4.2. The City may collect and store user content and information for record-keeping, regulatory compliance, and other purposes.

4.3. The City does not guarantee responsiveness to user comments, messages, or interactions on its Social Media Accounts. Response times may vary.

5. **Rules for Use of Social Media.**

5.1. **Official Website.** The official City website <https://frankfort-in.gov/> is the City's primary and predominant internet presence. Social Media Accounts can enhance this presence as a means of distributing information quickly and as a method to promote, engage, celebrate, and support community wide efforts. When possible, Social Media Content should not be exclusive to any Social Media Account and should also be available on the City's primary website. Social Media Accounts should contain links directing users to the City's official website.

5.2. **Public Records Act.** The content of any Social Media Account, including material posted by the City or communications received from the public, may be a public record as defined in Indiana Code. All Social Media Content must be appropriately archived. Users should have no expectation of privacy when interacting with City Social Media Accounts. All user content is subject to public access laws.

5.3. **Content.** All Social Media Accounts are to be maintained in a professional manner, reflecting the City's values at all times. The City's Director of Community Development shall monitor content on all Social Media Accounts to ensure adherence to this Policy. Comments will be rejected or removed if the content includes any of the following:

- a. Profane language or content.
- b. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, veteran status, or sexual orientation.
- c. Sexual content or links to sexual content.
- d. Solicitations of commerce.
- e. Conduct or encouragement of illegal activity.
- f. Information that may compromise the safety or security of the public or public system.
- g. Content that violates a legal ownership interest of any other party.
- h. Content that defames or slanders another person.
- i. Promotion or advertisement in favor of, or in opposition to a political campaign or candidate.
- j. Apparent spam.
- k. Content posted by automatic software programs (i.e. "bots").
- l. Information which may interfere or compromise current investigations, police tactics, and safety of police staff and officers.

m. Copyrighted material if posted without copyright holder's consent.

5.4. **Opinions.** The City reserves the right to restrict or remove any content that is deemed in violation of this Policy or any applicable law. Any comment posted by a member of the public on any Social Media Account is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by the City, nor do such comments necessarily reflect the opinions or policies of the City.

5.5. **Disclaimer.** The City does not endorse or assume liability for any content posted by third party users. The City disclaims liability for advertisements, videos, promoted content, or comments posted by the general public on City Social Media Accounts. The responsibility for external content of comments rests solely with the organization and individuals providing them. Any inclusion or exclusion of content or comments does not imply endorsement or opposition by the City or any of its employees or elected officials.

5.6. **Communication.** The City Director of Community Development is designated to be responsive to constituents who communicate via a Social Media Account; however, social media is not considered the City's primary method of communicating with the public.

5.7. **Compliance.** Users must comply with the terms and conditions of each Social Media Site as well as all applicable local, state, and federal laws when interacting with City Social Media Accounts. All Social Media Content shall comply with usage rules and regulations required by the Social Media Site. Each Social Media Site has its own policies and standards concerning what may or may not be posted and the actions that it may take regarding unauthorized posts. The City does not control or direct each Social Media Site's application of its own community standards.

5.8. **Copyright.** Social Media Content must abide by laws governing copyright and fair use of copyrighted material owned by others. Social Media Content should never include whole articles or publications without first receiving written permission from the publication owner. Social Media Content should never quote an excerpt of someone else's work without acknowledging the source, and, if possible, a link to the original source.

5.9. **Audience.** Those posting Social Media Content should always consider the content and audience before posting. Although Social Media Content is often less formal than Press Releases, any information provided on a Social Media Account is perceived as official City communication. Social Media Sites will be sought out by mainstream media for City information. Thought must be given as to how to best use social media in a way that benefits both the City and the public.

5.10. **Overview.** Attached as Exhibit B to this Policy is an overview of the Policy that shall be placed on the City's official website and linked to all Social Media Accounts. The City's Director of Community Development, with input from the City Attorney, is authorized to make minor changes to Exhibit B that are not consistent with this Policy and which provide greater clarity to the public.