

City of Mason

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Mason, Ohio 45040
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SOCIAL MEDIA POLICY

Purpose

The City of Mason has an overriding interest and expectation in deciding what is “spoken” on behalf of the City on social media sites. This policy establishes guidelines for the establishment and use by the City of Mason of social media sites as a means of conveying City of Mason information to its citizens, patrons, guests, visitors, members, and fans.

The intended purpose behind establishing social media sites for the City of Mason is to disseminate information about the City of Mason’s policies, events, projects, facilities, programs, classes, and activities.

For purposes of this policy, “social media” is understood to be content created by individuals or entities, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media include but are not limited to Facebook, Pinterest, blogs, MySpace, RSS, YouTube, Second Life, Twitter, LinkedIn, Delicious, and Flickr. For purposes of this policy, “comments” include information, articles, pictures, videos or any other form of communicative content posted on a City of Mason social media site.

General Policy

1. The establishment and use by the City of Mason of social media sites are subject to approval by the City Manager, Public Information Officer, or his/her designees. All City of Mason social media sites shall be administered by City of Mason staff.
2. The social media sites maintained by City staff should make clear that they are maintained by the City of Mason and that they follow the Social Media Policy.
3. Each City of Mason social networking site shall include an introductory statement which clearly specifies the purpose and topical scope of the blog and/or social network site.
4. Wherever possible, social media sites should link back to the official City of Mason website for forms, documents, online services and other information necessary to conduct business with the City of Mason.
5. A staff representative or representatives from the City of Mason will monitor content on the social media sites to ensure adherence to both the Social Media Policy and the interest and goals of the City of Mason.
6. The City of Mason reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law. A copy of any content removed based on these guidelines must be retained by the staff for no less than 30 days after it is removed and must include the time, date, and identity of the person who posted it, if available, as well as the time and date the item was restricted or removed.
7. These guidelines must be displayed to users of the social media outlets used by the City or made available by hyperlink.
8. The City of Mason will approach the use of social media tools as consistently as possible, enterprise wide.
9. The City of Mason’s website at <http://www.imaginemason.org> will remain the City’s primary and predominant Internet presence for official information.
10. All social media sites maintained by the City of Mason shall adhere to applicable federal, state, and local laws, regulations, and policies.

11. The City of Mason is an entity of the State of Ohio and therefore, the City's social media sites are subject to the Ohio Public Records 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. The City of Mason will not sell or release such information except as required by law.
12. Comments on topics or issues not within the jurisdictional purview of the City of Mason may be removed.
13. Employees representing the City of Mason through these social media sites must conduct themselves at all times as a representative of the City and in accordance with all City policies.
14. This Social Media Policy may be revised at any time.
15. Where appropriate, IT security policies shall apply to all social networking sites and articles.

Comment Policy

1. As a public entity, the City of Mason must abide by certain standards to serve all its constituents in a civil and unbiased manner. Comments containing any of the following inappropriate forms of content shall not be permitted on City of Mason social media sites and are subject to removal and/or restriction without notice to the individual who made the comments:
 - a. Comments not related to the original topic, including random or unintelligible comments;
 - b. Profane, obscene, violent, or pornographic content and/or language;
 - c. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, sexual orientation, or national origin;
 - d. Defamatory or personal attacks;
 - e. Threats to any person or organization;
 - f. Comments in support of, or in opposition to, any political campaigns or ballot measures;
 - g. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
 - h. Conduct in violation of any federal, state or local law;
 - i. Encouragement of illegal activity;
 - j. Information that may tend to compromise the safety or security of the public or public systems; or
 - k. Content that violates a legal ownership interest, such as a copyright, of any party.
2. A comment posted by a member of the public on any City of Mason social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the City of Mason, nor do such comments necessarily reflect the opinions or policies of the City of Mason.
3. The City of Mason shall monitor its social media sites for comments requesting responses and for comments in violation of this policy.
4. When a City of Mason employee responds to a comment in his/her capacity as a City of Mason employee, the employee's name and title may be made available. No employee shall share personal information about himself or herself, or other City employees, on any social media outlet maintained by the City.
5. All comments posted to any City of Mason Social Media sites are bound by that social media website's respective Statement of Rights and Responsibilities, and the City of Mason reserves the right to report any violation of the social media website Statement of Rights and Responsibilities with the intent of that website taking appropriate and reasonable responsive action.

Contact Us

If you have any questions or concerns about the City of Mason Social Media Policy or its implementation, or if you find incorrect information or are interested in seeking permissions that fall outside of the guidelines above, please contact the City of Mason Public Information Office at pio@masonoh.org.