

City of Keiser Social Media Policy and Procedure

Effective Date: 08/19/2024

Purpose: The purpose of this policy is to establish guidelines for the City of Keiser's use of social media as an informational platform. This policy aims to ensure that our social media presence is used effectively to disseminate information to the public while maintaining a respectful and controlled environment.

Policy: The City of Keiser has designated all official social media sites as "informational only" platforms. This means that comments are disabled on all posts to maintain the integrity and focus of the information being shared.

Procedure:

1. Disabling Comments:

- Comments will be disabled on all posts made on the City of Keiser's official social media pages. This applies to all platforms used by the city, including but not limited to Facebook, Twitter, Instagram, and LinkedIn.
- City social media administrators are responsible for ensuring that comments are turned off on all posts. This should be done immediately upon posting.

2. Informational Posts:

- All posts on the City of Keiser's social media pages are intended to provide information to the public. This includes announcements, event information, public notices, and other relevant city updates.
- Posts should be clear, concise, and factual. They should avoid any content that could be construed as open to debate or requiring public input.

3. Public Interaction:

- Readers are encouraged to direct message (DM) the city's social media accounts if they have questions or concerns. These messages will be monitored and responded to by city staff during normal business hours.
- Alternatively, residents can call or email the City of Keiser during normal business hours for assistance.

4. Sharing Posts:

- Readers are allowed to share posts from the City of Keiser's social media pages on their personal profiles. This allows individuals to express their opinions and engage in discussions on their own terms and pages.
- The City of Keiser does not monitor, respond to, or follow comments made on shared posts on individuals' personal pages.

5. Monitoring and Enforcement:

- City social media administrators are responsible for monitoring the city's social media pages to ensure compliance with this policy.
- Any accidental enabling of comments must be corrected immediately by turning off the commenting feature.

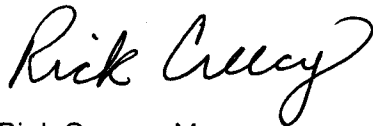
6. Review and Updates:

- This policy will be reviewed annually and updated as necessary to reflect changes in technology, social media practices, and city needs.

Contact Information: For any questions or concerns regarding this policy, please contact the City of Keiser during normal business hours.

Conclusion: The City of Keiser is committed to providing accurate and timely information to its residents. By using social media as an informational platform and disabling comments, we aim to maintain a focused and respectful environment for information dissemination.

Approved by:

A handwritten signature in black ink that reads "Rick Creecy". The signature is written in a cursive, flowing style.

Rick Creecy, Mayor

Date: 08/19/2024