

City of Keiser: Official Communication Policy

I. Introduction

The City of Keiser recognizes the importance of clear, accurate, and consistent communication with the community, city employees, and stakeholders. This policy outlines the standards for official communications through various channels, including Facebook, the City's official website, public postings, and direct communication from city representatives and employees.

II. Purpose

This policy aims to ensure that all communication representing the City of Keiser is timely, accurate, accessible, transparent, and maintains the city's reputation and integrity.

III. Scope

This policy applies to all City of Keiser employees, departments, and officials when communicating on behalf of the city.

IV. Communication Platforms

1. Facebook/Social Media:

- a. The City of Keiser's official Facebook page is a platform to disseminate information, celebrate city events, and engage with residents.
- b. Only designated personnel may post on the official page. All content must be relevant to city events, announcements, or responses to community concerns.
- c. Employees must not share confidential or sensitive information. All posts will comply with the city's confidentiality and privacy policies.
- d. The page will be regularly monitored to address public inquiries and comments in a respectful and timely manner.

2. City Website:

- a. The City of Keiser's website serves as the primary repository of information about city services, programs, projects, and official notices.
- b. Content must be current, clear, and accurate. Departments must review and update their sections regularly.
- c. Any changes involving contact information, schedules, or city services must be promptly updated.
- d. The website will comply with accessibility standards to ensure information is accessible to all individuals, including those with disabilities.

3. Public Postings:

- a. Public notices, announcements, and other postings around town must be factually accurate, easily understandable, and visible.
- b. Postings must include the date of posting, department of origin, and contact information for further inquiries.
- c. Removal of outdated notices must be conducted regularly to maintain up-to-date information.

4. Communication between City Representatives/Employees and Community:

- a. Representatives and employees must maintain professionalism, courtesy, and clarity when communicating with the public.
- b. Any information disseminated must be accurate and consistent with known facts. Rumor, speculation, or unsubstantiated information must never be circulated.
- c. Confidential information must not be disclosed unless required by law or city policy.
- d. Inquiries requiring follow-up should be addressed promptly, with all interactions documented per city record-keeping policies.

V. Compliance and Disciplinary Actions

Non-compliance with this policy may result in disciplinary action, up to and including termination. Actions in violation of this policy may also result in personal legal responsibility.

VI. Policy Review and Amendments

This policy will be reviewed annually and revised as needed. Employees will be notified of any changes.

VII. Acknowledgment

City employees and representatives are required to confirm that they have read, understood, and agreed to comply with the above policy.

Approved by:



Rick Creedy, Mayor

Date: 12/01/2023