



CITY OF ALCOA, TENNESSEE  
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Alcoa, Tennessee 37701  
865-380-4700

## **City of Alcoa Social Media Policy**

The City of Alcoa recognizes the importance social media has in improving communication and interaction with the public while reaching new and broader audiences than traditional media sources. The City supports an appropriate use of social media outlets to create, share, and exchange information and ideas with the public to promote the goals of the City and expand traditional communication methods.

### **Purpose**

The purpose of this policy is to provide guidelines for City social media uses. The City's use of social media is intended to convey information about the City and its events, activities, projects, programs and information to the public for dissemination. This policy also ensures that the City's social media outlets maintain the professional image of the City of Alcoa and meet legal standards.

The City may use social media websites for the purpose of facilitating two way communications with the community. In addition, social media allows the City of Alcoa to:

1. Help achieve strategic goals.
2. Address emerging issues quickly.
3. Proactively share stories to address current issues and projects.
4. Expand communication tools with a vast distribution system for content, while broadening and engaging new audiences.
5. Increase transparency of government.
6. Listen to residents and customers, enabling us to improve City services, programs, and practices.
7. Begin the conversation between local government and its residents.

This policy does not apply to an individual employee or official's personal use of social media.

### **Disclosure**

All City social media platforms constitute government speech or moderated online discussion sites, not public forums.

The City intends to limit conversations on these social media platforms to maintain usefulness to the public. Therefore, conversations or topics of discussion are limited only to matters that pertain to the City of Alcoa.

Comments that are expressed by the public, who are not designated City officials, do not reflect the opinions of the City or its employees.

Please keep in mind that the City's social media sites may not be the most effective way to receive a response or make a complaint. We encourage the public to call or email the respective recommendation, concern, or complaint to an official City employee. In general, individual complaints, concerns, or service requests will not be addressed via social media. Social media will not be monitored in real time. Social media platforms shall not be used for emergency communications.

Designated Official social media managers and administrators for the City may provide limited responses to comments, however, they shall not "like" comments or posts. Statements, comments, views, and opinions contained in comment responses are the author's and may not necessarily represent the opinions of the City.

The City reserves the right to modify or remove comments and content that: (i) are spam or include links to other sites; (ii) are clearly off topic; (iii) promote illegal activity; (iv) promote or oppose particular services, products, or political organizations and candidates; (v) infringe on copyrights or trademarks; or (vi) falls into one of the prohibited categories outlined in the "General" Section.

The City will not notify anyone when a comment is deleted or modified.

## **General**

The City will strive to share information honestly and openly and receive comments and feedback with an open mind in a spirit of collaboration.

The City of Alcoa encourages the public to be courteous to one another and keep in mind that others are able to view these comments.

Comments on social media shall adhere to the following rules:

1. The conversation shall remain civil and respectful always.
2. Inaccurate information posted may be addressed and corrected.
3. Repeated violations of this policy may result in removal of access to the service.
4. Comments with any of the following will be removed from the City's social media sites:
  - Harassing statements.
  - Matters in litigation or otherwise under investigation.
  - References to illegal or banned substances and narcotics unless for public educational purposes.
  - Pornographic, sexually-oriented, otherwise offensive or illegal materials.
  - Defamatory, libelous, offensive, or demeaning material.
  - Solicitation of business or spam.

- Comments supporting/opposing political campaigns/ballot questions.
- Information that might compromise the safety or security of public buildings, other public facilities / infrastructure, or activities.
- Disparaging or threatening comments about or related to anyone.
- Personal, sensitive, or confidential information of any kind about yourself or others.
- Content posted in an attempt to transmit malware, and any other content deemed by City social media managers to be inappropriate.

5. Unless a comment is deemed by City social media managers to be a solicitation of business, spam, or otherwise irrelevant and unrelated to the City, a removed comment shall be stored for five (5) years for public record.

If it is discovered that the City has posted an inadvertent inaccuracy, a correction will be published as soon as possible.

This Social Media Policy may be revised as needed. Posts to the City of Alcoa's social media accounts shall constitute acceptance of this policy and any amendments or revisions.

For questions, concerns, or comments on this policy, please contact the City of Alcoa Public Information Officer at (865) 380-4700.

By accessing any City social media site you agree that you are at least eighteen (18) years of age or doing so with your parent or guardian's permission and that the City shall not be liable to you for any damage or loss arising out of your use of the City's site.