

City of Worcester Social Media Policy

This policy establishes guidelines for the use of social media sites (including but not limited to Facebook and Twitter) as a means of conveying City of Worcester information to its citizens. The intended purpose of establishing a social media presence is to disseminate City information deemed useful to its citizens.

General Policy

1. The establishment and use by a City department of City social media sites are subject to the approval of the City Manager or his designees. All City of Worcester social media sites shall be administered by the City's Technical Services Department.
2. Access to social media sites is restricted to City employees performing official City business.
3. Department heads are responsible for determining who is authorized to use social media on behalf of the department.
4. The establishment of social media sites is limited to only those departments who have information deemed necessary to disseminate to the public.
5. City social media sites should make clear that they are maintained by the City of Worcester and that they follow the City's Social Media Policy.
6. All City of Worcester social media sites should link back to the official City of Worcester website.
7. The City's Technical Services Department will monitor content on City social media sites to ensure adherence to both the City's Social Media Policy and the goals of the City.
8. The City reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy.
9. All City social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
10. City of Worcester social media sites are subject to the Massachusetts Public Records Law. Any content maintained in a social media format that is relative to City business, including a list of subscribers, posted communications, and communications submitted for posting, may be a public record subject to public disclosure.
11. Comments and postings not relative to official City business may be removed at the discretion of the City of Worcester.
12. Employees representing the City of Worcester via the City's social media sites must conduct themselves at all times as a representative of the City and in accordance with all City policies.

Comments and Postings Policy

1. Comments containing, but not limited to, any of the following inappropriate forms of content shall not be permitted on the City of Worcester social media sites and are subject to removal.
 - a. Comments not related to the original topic
 - b. Profane, obscene, violent or pornographic content and/or language
 - c. Content that promotes discrimination on the basis of race, creed, color, religion, age, gender or national origin
 - d. Defamatory or personal attacks
 - e. Threats
 - f. Comments relative to political campaigns
 - g. Solicitation
 - h. Violations of any federal, state or local law
 - i. Illegal activity
2. The City of Worcester reserves the right to deny access to the City of Worcester social media sites for any individual who violates the City's Social Media Policy.
3. Departments shall monitor their social media sites for comments requesting responses from the City and for comments in violation of this policy.