

	City of Vassar, Michigan Administrative Policy: Facebook	
	Approval Date: <i>Sept 16, 2011</i>	Initial Date: <i>Sept 16, 2011</i> Pages: <i>2</i>
	City Manager: <i>Julius Suchy</i>	City Clerk: <i>Tina Bacon</i>

1. Purpose: The City of Vassar has created a Facebook page to reach residents, businesses and visitors through social media. The City's Facebook page provides an opportunity for people to comment about programs and services offered by the City and/or events happening in the City. The City and its officials have the ability to facilitate public communication, as well as to widely disseminate articles, city ordinances, city policies, emergency information and any other day-to-day city information.

2. Scope: This policy shall be applicable for those designated to develop, implement and update/post to the City of Vassar Facebook page.

3. Responsibility: PROGRAM ADMINISTRATION - OVERSIGHT

- a. Responsibility for developing, implementing and updating this Program lies with the City Manager and/or City Clerk. Both the City Manager; the City Clerk shall serve as Program Administrators for the City of Vassar Facebook Page.

4. Policy: Facebook

- a. Comments should relate to the topic being discussed in the original post.
- b. Comments should not contain profanity, racial slurs or any other derogatory terms.
- c. Comments should not contain personal or defamatory attacks.
- d. Comments should not contain random or unintelligible text.
- e. Reasonable arguments for opposing views are encouraged.
- f. A posted comment is the opinion of the poster only, and publication of a comment does not imply endorsement or agreement by the City of Vassar.
- g. The City's Facebook page is not the place to endorse candidates or a particular stance on a currently active ballot measure or specific legislation.
- h. Comments should not advertise commercial products or services.
- i. Comments are not retained by the City and are specifically not subject to FOIA.
- j. There is no right of privacy on the City's Facebook page because the page is a public forum.
- k. The City reserves the right to restrict, block or remove (as well as edit) any content located on any City owned, sponsored, or operated website, web page, social media site, or city Facebook page. The City Manager (or City Clerk) will have the authority to add, delete, edit, modify, or moderate content on any and all City web pages, web sites, social media sites, and Facebook page.

The City Manager or City Clerk shall make the final determination of any content published, disseminated, or located on such city sites. The City reserves the right to restrict, edit, or remove any content that is deemed to be in violation of this policy or any applicable law or ordinance.

1. Submission of a comment on the Facebook page constitutes your acceptance of this policy. Social media can further public discussion of city issues, as well as city operations and services, and also provides a valuable means of participation for members of the public.

5. Revision Summary:

Revision Date	Description

AUTHORITY AND REVISIONS

This policy is enacted immediately upon approval of the City Council. The City Manager shall have the power and authority to expressly change, delete, suspend, modify or rescind any part or parts of this policy, after providing 30 days written notice to the City Council. If no objection is made or other action taken by the City Council the amendment shall become effective on the 31st day. This policy shall be reviewed as needed by the Program Administrator(s) and updated as appropriate, in the manner set forth above.