

City of Stillwater Social Media Policy General Administration

The Official City of Stillwater (“City”) social media sites are created by the City and administered by City employees designated by the City Manager. Official City social media sites are limited public forums created to discuss matters of public interest and to serve as a means to keep citizens and visitors updated on information and events happening throughout the City. The City encourages dialogue with the public on social media sites and encourages comments, questions, and concerns. To maintain a professional and user-friendly online environment and to better monitor public information, administrative regulations and expectations are set forth below for all City of Stillwater social media site users.

Users who submit content to City social media sites agree they have read, understand, and agree to the below terms and conditions by virtue of such use. The administrative regulations and expectations for City social media sites is readily available on applicable web pages and forums.

General Administration:

1. City social media sites shall be used for the purpose of providing information to users on matters of public interest and about City information and events. Users are advised that City social media sites are not the appropriate avenue to report emergencies, or time-sensitive issues, or to conduct business with the City.
2. Links to all social media sites of the City shall be listed on the City’s official website.
3. The City’s website, <https://stillwaterok.gov/>, is the primary online location for content regarding City business, events, and services. Whenever possible, links within the social media sites will direct users to the City’s website for more information, forms, documents, or online services necessary to conduct business with the City of Stillwater.
4. Employees who use social media or social networking sites for work purposes are discouraged from engaging in abusive or offensive online behavior which specifically includes the sharing of content or comments by employees containing the following:
 - i. Obscene sexual content or links to obscene sexual content;
 - ii. Abusive behavior and bullying language or tone;
 - iii. Conduct or encouragement of illegal activity; and
 - iv. Disclosure of information which are required to be kept confidential by law, regulation, or internal policy.

Social Media Use Regulations & Expectations:

The City of Stillwater reserves the right to restrict or remove content that is deemed in violation of these regulations or violates any applicable laws or regulations. When posting or commenting on official City social media sites, the following types of postings or comments are strictly prohibited at all times. The following is a representative list and is not intended to be all-inclusive.

1. Obscene sexual content or links to obscene sexual content
2. Profane, obscene, violent, or threatening language
3. Personal attacks of any kind
4. Content that directly promotes or advocates violence or the threat of violence
5. Conduct or encouragement of illegal activity
6. Solicitations, advertisements, endorsements, promotions of commerce, particular services, or products
7. Spam or unrelated links to other sites
8. Comments or content that promotes, fosters, or perpetuates discrimination on the basis of race, color, age, religion, gender, marital status, sexual orientation, genetics, status with regard to public assistance, national origin, physical or intellectual disability
9. Confidential or non-public information
10. Content that is clearly off-topic
11. Information that may compromise the safety, security, or proceedings of public systems or any criminal or civil investigations

User Inquiries or Objections

User inquiries or objections should be submitted in writing pursuant to the following procedure:

1. User may submit an inquiry or protest in writing specifically identifying the concern or complaint including any supporting documentation or other pertinent information substantiating the concern or complaint. The inquiry or complaint shall be emailed to the Communications Director at dawn.dodson@stillwaterok.gov. Please include "Social Media Inquiry/Objection" in the subject line. The Communications Director will investigate the concern and review the findings with necessary staff representatives. The Communications Director will then reply in writing within five (5) working days of the date the inquiry or concern is received.
2. If the user is not satisfied with the Communications Director's written reply, an appeal may be made in writing within five (5) working days to the City Manager. The City Manager will review the concern and any related information or documentation. The City Manager will provide findings and a decision within ten (10) working days following the date of receipt of the written appeal. The decision of the City Manager shall be a final decision on the matter.