

**CITY OF NORWALK**  
**SAFETY/SERVICE DEPARTMENT**

Mayor Rob Duncan  
CITY OF NORWALK  
www.norwalkoh.com

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## **City of Norwalk, Ohio Social Media Policy**

### **Purpose**

This policy establishes guidelines for the establishment and use by the City of Norwalk of social media sites (including but not limited to Facebook and Twitter) as a means of conveying City of Norwalk (“City”) information to its citizens.

The intended purpose behind establishing City of Norwalk social media sites is to disseminate information from the City, about the City, to its citizens.

The City of Norwalk has an overriding interest and expectation in deciding what is “spoken” on behalf of the City on City social media sites.

For purposes of this policy, “social media” is understood to be content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media include Facebook, blogs, MySpace, RSS, YouTube, Second Life, Twitter, LinkedIn, Delicious, and Flickr. For purposes of this policy, “comments” include information, articles, pictures, videos or any other form of communicative content posted on a City of Norwalk social media site.

### **General Policy**

1. The establishment and use by any City department of City social media sites are subject to approval by the Safety/Service Director or his/her designees. All City of Norwalk social media sites shall be overseen by the Safety/Service Director or his/her designees.
2. City social media sites should make clear that they are maintained by the City of Norwalk and that they follow the City’s Social Media Policy.
3. Wherever possible, City social media sites shall link back to the official City of Norwalk website for forms, documents, online services, and other information necessary to conduct business with the City of Norwalk.
4. The Safety/Service Director will monitor content on City social media sites to ensure adherence to both the City’s Social Media Policy and the interest and goals of the City of Norwalk.
5. The City reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law. Any content removed based on these guidelines must be retained by the Safety/Service Director for a reasonable period of time, including the time, date and identity of the poster, when available.

6. These guidelines shall be displayed to users or made available by hyperlink.
7. The City will approach the use of social media tools as consistently as possible, enterprise wide.
8. The City of Norwalk's website at [www.norwalkoh.com](http://www.norwalkoh.com) will remain the City's primary and predominant Internet presence.
9. All City social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
10. City social media sites are subject to the Ohio Public Records Act. Any content maintained in a social media format that is related to City business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure.
11. Comments on topics or issues not within the jurisdictional purview of the City of Norwalk may be removed.
12. Employees representing the City government via City social media sites must conduct themselves at all times as a representative of the City and in accordance with all City policies.
13. This Social Media Policy may be revised at any time.

### **Comment Policy**

1. As a public entity the City must abide by certain standards to serve all its constituents in a civil and unbiased manner.
2. The intended purpose behind establishing City of Norwalk social media sites is to disseminate information from the City, about the City, to its citizens.
3. Any comment made or posted to a City social media site that is deemed, in the absolute discretion of the Safety Service Director, to be offensive or inappropriate may be removed.

Adopted August 24, 2012