

## **City of Prior Lake Social Media Policy**

The City of Prior Lake's presence on social media platforms creates a forum for conversations about issues that are important to residents, visitors and other interested parties. Social media allows the City to share information beyond the conventional web experience. However, the City encourages anyone interested in more information to visit its official website, [www.cityofpriorlake.com](http://www.cityofpriorlake.com).

The City cannot verify or confirm the accuracy of user content or compliance with the guidelines outlined in this policy. The City does not endorse any of the views in content posted by users.

### **Privacy**

The City's social media accounts are not the City's official website, but instead consist of City information posted on a third-party service provider's platform. As such the City has limited control over how each platform uses personal data provided by users. Users are encouraged to read the privacy policy of each social media platform in advance of engaging with the City via these platforms.

The City recommends that users of social media platforms refrain from including personal information that they wish to remain confidential when interacting with the City's social media accounts.

### **Data Practices and Records Retention**

Communications with the City are subject to Minn. Stat. Chapter 13, the Minnesota Government Data Practices Act. To the extent that any content on social media is government data, such data are transitory communications and will not be retained by the City.

Social media is not intended to be a method for the filing of complaints or for transaction of official business with the City. Matters pertaining to official business should be addressed to the City by contacting the City directly at its business office located at 4646 Dakota Street SE, Prior Lake, MN.

### **Availability**

Because social media servers are managed by third parties, the City's social media accounts and updates are subject to downtime that may be out of the City's control. The City accepts no responsibility for the networks becoming unresponsive or unavailable.

### **Accessibility**

The City strives to post accessible content both on its web pages and social media accounts.

### **Content**

The City's social media accounts may contain a variety of content. The types of content that may be seen on various social media platforms include but are not limited to:

- Reminders about the City policies and practices
- News releases and links to stories
- Information about public meetings
- Polls and opportunities to provide feedback on the City initiatives
- Shared content from other organizations that partner with the City
- Information about special events and promotions
- Related photos and videos

### **Shared Content**

The City may occasionally share content from other social media users or websites, including following or liking other users or content and linking to other users, websites, or content. Shared content is provided solely for the convenience of users and is intended to point users to additional information that may be of interest. The City is not responsible for the accuracy, currency, or reliability of this shared content. The City is not responsible for the information found through shared content, nor does it explicitly or implicitly endorse any shared content.

The City's content is also intended to be shared, and users are encouraged to share content they find relevant or interesting.

### **Comment Policy**

The City encourages members of the community to interact on issues of regional significance to the City and one another via the City's social media accounts. The City expects users to interact in a respectful manner.

A user is fully responsible for anything he or she posts, including links, videos/photos, and other material.

The City does not endorse content that users post on its social media accounts. The City allows users to post content to facilitate the exchange of ideas and information.

Content may be removed and users blocked for the following behaviors:

- Threats of violence or other potentially criminal behavior,
- Hate speech,
- Profanity, obscenity or vulgarity,
- Nudity in profile pictures,
- Defamation to a person or people,
- Name calling and/or personal attacks,
- Comments specific to a person's employment with the City that may be considered non-public information or require further investigation,
- Comments meant to sell a product,
- Comments that infringe on copyrights,
- Spam comments, such as the same comment posted repeatedly on a profile,
- Links to non-relevant sites (that could be construed as spam),
- Plagiarized material,
- Content unrelated to the topic of the forum,

- Political campaign related comments, and
- Other comments that the City deems inappropriate, untrue, or of questionable accuracy.

All content, including but not limited to comments, tweets, links, wall posts, reviews, photos, and videos, added by users on the City's social media accounts may be reviewed and deleted by the City at its sole discretion.

**Disclaimer:** Content expressed by anyone other than the City on the City's social media accounts does not reflect the opinions or positions of the City, its employees or elected officials. The City reserves the right to limit or remove content from its social media accounts.

**Contact Information**

The City's social media accounts are managed by its Communications Coordinator, who can be contacted at 952-447-9800.