



## **Social Media Disclaimer and Comment Policy**

You have been directed to this page from a City of York Social Media Site. The following Disclaimer/Policy applies to the use of all City of York Social Media sites.

City of York Social Media Disclaimer/Policy:

### **Purpose:**

The purpose of City of York's participation in social media is to enhance communication, collaboration, information exchange and transparency from the City to its residents. City of York uses social media to engage and educate residents, to learn about needs and concerns, to contribute to relevant conversations, and to promote City programs and services.

### **Information Accuracy:**

Despite efforts to keep City provided information timely and accurate, users should be aware that the information available on the City of York social media accounts may not be timely, accurate, or complete.

Third party comments and/or posts expressed on this site do not reflect the opinions or positions of City of York, or its officers, agents, affiliates, or employees nor does City of York guarantee the accuracy of such information posted by its members of the public.

Furthermore, publication of a comment or post does not imply endorsement of or agreement by the City of York, nor do such comments reflect the opinions or policies of the City Council.

All persons that appear on City of York social media pages as suspects or wanted individuals are innocent until proven guilty in a court of law.

## **Monitoring:**

The City considers its social media accounts to be moderated, limited discussion sites and not public forums. While City of York makes reasonable efforts to monitor and/or moderate comments posted on its social platforms, city of York cannot always respond in a timely manner. City of York will only respond to comments during standard business hours.

For any type of emergency or to report a crime, DO NOT use City of York social media pages. For emergencies and/or to report a crime, please call 9-1-1.

## **Terms of Participation:**

Transparent communication of City services and initiatives is important to the City of York. Since our community includes people of all ages and backgrounds, this disclaimer is intended to ensure that all posted comments are appropriate for all ages; courteous and respectful of others; and related to matters, activities programs, policies, or operations relevant to City of York. Therefore, anyone who posts a comment or post to a City of York social media site must agree to the following terms of participation:

- Users will treat others with respect.
- Users warrant that they own or have permission to post the information contained in their postings, including but not limited to video, photos, or digital reproductions and that the posting does not infringe upon a copyright or trademark.
- Users of this site do not retain any rights over their postings. Postings are intended for public view, and any personal information posted constitutes a waiver of any rights to privacy or confidentiality.
- Users must comply with any and all terms or statements of use of specific third party services(i.e. Facebook, Twitter, Instagram, YouTube, etc.). City of York reserves the right to report any violation to the specific service in accordance with the policies to the third party service.

## **Prohibited Comments/Posts:**

While a comment/post will not be removed based on a person's or third party's opinion or viewpoint, the below (including, but not limited to) types of comments/posts are prohibited on City of York social media sites and agree subject to removal by the City:

- Posts and comments that contain language that is considered defamatory, offensive, threatening, and/or harassing.
- Posts or comments that target or disparage any race, creed, color, age, religion, gender, marital status, status with regards to public assistance, national origin,

physical or mental disability, sexual orientation or content otherwise deemed inappropriate.

- Posts or comments that are obscene or possess sexual content or links to obscene or sexual content.
- Posts and comments that are spam or include links to other sites.
- Posts and comments not related to the original topic or clearly off topic, including random or unintelligible comments.
- Posts and comments that are in violation of any federal, state, or local law, or advocate illegal activity.
- Posts and comments that promote services, products, or political organizations.
- Political comments or posts promoting, opposing, or advertising any person campaigning for election to a political office or promoting or opposing ballot propositions.
- Posts and comments that infringe on copyrights or trademarks unless posted with the copyright holder's consent.
- Posts or comments with personally identifiable information, including but not limited to, Social Security Numbers, home or business addresses, email addresses, or phone numbers.
- Posts or comments with solicitations, solicitations of funds or advertisements, promotion or endorsement of any financial, commercial, or non-governmental agency; as well as, solicitations to commit, or speech integral to, criminal conduct.
- Defamation (libel/slander)
- Fraud
- Posts or comments that contain information that could compromise the safety or security of the public, public officials, City of York employees, or public systems.
- Posts or comments that contain information that could compromise an ongoing investigation, and police tactics.
- Posts or comments with content that could violate the legal ownership interest of any other party. Intellectual property or proprietary information posted without the permission or approval of the owner, including copyrighted or trademarked images or graphics and images not owned by the user.
- Posts or comments that contain viruses or similar harmful programs, including spam and similar content.
- Duplicate posts
- Posts or comments that include embedded links to external websites or applications
- Posts and comments of trolls and/or automatic software programs such as bot accounts.

### **Removal of Comments and Social Media Users:**

City of York reserves the right to delete comments and/or posts at any time that do not comply with this policy. After deletion of a comment, City of York social media administrator(s) will provide notice to users who violate the City's Social Media Policy through the respective social media-messaging tool and/or email address, if provided. With the notice, City of York social media administrator(s) will provide:

- A digital link to its Social Media Policy
- Reasoning for the deletion of the user's comment(s)
- Notice of access denial if violation of the policy occurs again

City of York reserves the right to deny access to the City's social media sites for any individual who continues to violate City of York's Social Media Policy following at least one notice to the user that inappropriate content has been deleted by the City.

### **Responsibility of Content:**

Site administrators, writers, third parties, and social media users are fully responsible for the content they submit. Users participate at their own risk and are personally responsible for their own comments, username, and any information provided. City of York disclaims any liability for advertisements, videos, promoted content, posts or comments posted by visitors to this page.

### **Posts or Comments Subject to Freedom of Information Act Laws:**

Any comments or postings submitted to City of York social media sites may be subject to disclosure pursuant to the Freedom of Information Act found in S.C. Code § 30-4-10 et. seq. For that reason, users should refrain from including telephone numbers, home addresses, email addresses, and any other private information.

No communications or requests to City of York through social media shall be deemed to constitute legal or official notice for any purpose.

### **Liability:**

City of York expressly disclaims liability for any viruses or other contamination of a user's computer system or other devices used to access City of York social media platforms.

City of York does not guarantee or warrant that any information posted by users on this site is correct. City of York disclaims any responsibility or liability for any misstatement and/or misunderstanding on the part of the users.

City of York expressly disclaims liability for actions or decisions taken or not taken based on any or all contents of its social media sites. City of York disclaims any liability whatsoever for any loss (directly or indirectly) or damage(s) resulting from reliance on any such information. To the best of the City's knowledge, the content was correct at the time of publishing. Interested parties should rely only upon their further direct inquiries with City of York before taking any such decisions or actions.

**City of York Social Media Contact:**

If you have any questions concerning the operation of City of York's social media sites, please contact the Community Events Office at 803-684-2341.

This policy is subject to change without notice.

May 16, 2023

View the [City of York Social Media Retention Policy](#)



## **SOCIAL MEDIA RETENTION POLICY AND GUIDELINES**

May 16, 2023

City of York recognizes that social media is a current and pervasive means of disseminating information. In light of this pervasive nature, City of York will engage in use of social media at its discretion subject to the guidelines/policies listed in the City of York Social Media Policy/Disclaimer (posted on City of York Social Media sites) and the below social media retention policy.

**NOTE:** This is an evolving policy and may change with notice to agency staff members.

### **Quick FAQ**

*\*Who can use City of York Social Media sites?*

Only designated staff members who have explicit permission. Specific staff members will be given general authorization to post content to social media and explicit authorization is required for all other staff members to post content.

*\*Is it a public record?*

Content is considered to be Policy and Program Records and should be retained permanently.

*\*How to retain records?*

City of York will use a third party software to retain Social Media Public Records.

*\*How will social media accounts be monitored?*

The City of York will use a third party software to retain Social Media Public Records.

## **Social Media Accounts**

City of York maintains numerous social media accounts. For a listing, please email [rmestas@yorksc.gov](mailto:rmestas@yorksc.gov).

## **Social Media is NOT a record – but the *Content* is**

Social Media as used by City of York is a means of disseminating information to the public. As such, the ***content*** posted using a social media account is governed under permanent retention, schedule # 12-503.15 for General Correspondence and Subject Files – Policy and Program Records.

## **Social Media *Content* Preservation**

The formatting (look-and-feel) of a social post does not require preservation. However, City of York, using a third party software, will capture and manage the retention of *content* posted to accounts. The designated staff member(s) may attempt to retain social media *content* through tools in the archival social media platform itself.

## **Public Interaction in Social Media (Correspondence)**

Social media *content* is governed under permanent retention, schedule # 12-503.15 - General Correspondence and Subject Files-Policy and Program Files. As an intrinsic part of the social media/web2.0 system, comments and discussion on posts are of interest and are public records for retention. Also, City of York agencies replies are a public record classified as correspondence.

Replies, comments, and posts by the public that are inappropriate, inflammatory, derogatory or malicious may be removed by the appropriate City of York staff, per the City's social media policy/disclaimer. However, such comments/posts will be archived. Repeated instances of this nature may result in staff blocking the user. For inquiries or questions, the disclaimer is posted on all City of York social media sites providing the public to contact City of York if additional information is needed. In addition, it is posted on the City's website: <https://www.yorksc.gov>.

Questions or Comments by members of the public regarding the City's policy can be emailed to [rmestas@yorksc.gov](mailto:rmestas@yorksc.gov).

## **Public Interaction Retention**

City of York is responsible for the retention of *correspondence* related to its social media accounts. The following means of preserving correspondence is acceptable:

-Email is correspondence (direct or routed through social media platform): Preservation of the emails in the account that generated them. This includes both sent and received items.

-Built-in correspondence/messaging: downloaded or copied transcript of the correspondence.

-Utilizing third party software tools to generate a report of social media correspondence.