



City of Johnstown Social Media Networking Policy

Definitions (relating to Social Media Networking)

Algorithm - The sorting of posts according to relevance rather than publish time. Algorithms use the social media habits of a user to prioritize and tailor content viewed by the user to increase the likelihood of interaction with content.

Comment - A response to a post on a social network site.

Content - Refers to media posted or interacted with on a social networking site by a user. Content can be in the form of text, links, videos, blogs, images, etc.

Feed - Place where posts from a user's following are displayed.

Follower - Someone who chooses to receive updates and see posts from a user, business or brand on a social media platform. Users automatically "follow" those they are friends with on social media, making posts by friends visible on their dashboard.

Following - Refers to the collection of users/ "followers" that are subscribed to a particular user.

Hashtag - A searchable word or phrase attached to a hashtag symbol (#) relating to the content of a post that is typed within the caption to identify content on that topic.

Notification - An alert indicating new activity on social media, such as a "like" or "tag" on a post.

Platform - A web and/or mobile based internet application that allows for the exchange of content created by users. (i.e.: Facebook, Twitter, Instagram, Pinterest, Tumblr, Snapchat, YouTube, LinkedIn etc.)

Post - Content created or shared to a user profile on all socials. (Twitter refers to posts as "tweets.")

Profile - The page associated with a user's account. Profiles show posts created and shared by the user as well as images and other information they choose to display, such as a user bio.

Reaction - A quick response to a post or comment that may be chosen from a list of programmed reactions. A "like" is an example of a reaction. The other five reaction options include: "love," "haha," "wow," "sad" and "angry." A "reaction" is exclusive to Facebook.

Reply - A response to a comment on a social media post. (Twitter refers to all comments and replies as "replies")

Share - To re-post an existing post to share it with one's network of followers.

Social Media: Referring collectively to the websites and applications that allow users to connect electronically with each other and publish and share content through various platforms.

Tag - To mention another user in a post or comment. Those "tagged" in a post will be directly notified of the tag.

Thread - A series of comments and replies to a particular post on a social media platform.

Timeline (Facebook) - A place on a user's profile where the collection of posts created, published or shared by that user are visible.





CITY OF JOHNSTOWN

Social Media Policy

Purpose

Social media networking pages administered by the City of Johnstown are for the purpose of information dissemination only. Social Media pages are not intended to be used as channels to air grievances or serve as a public forum, but rather as a medium to keep the public updated on important public safety information and City-related events, programs and materials. The City reserves the right to delete submissions that violate the City Social Media Policy.

The City of Johnstown will utilize social media to further the goals of the city and to disseminate and clarify relevant information regarding its services, events, programs and projects. Management of the social media platform will be administered by the City Manager or his/her designee.

Social media networking pages administered by the City of Johnstown do not serve as the City's primary online presence nor the primary point of electronic contact. The City website (Cityofjohnstownpa.net) will remain as such.

Social Media posts do not serve as formal requests for service or information from the City. Social media requests are not a substitute for formal requests for information under the Right-to-Know law. A Right-to-Know request may be submitted in writing to the City Right-to-Know Officer. Grievances discussed on social media platforms are not official requests for action. Requests for action may be delivered in person, via writing, or via telephone to City Hall, 401 Main Street, Johnstown, PA, 15901.

Comments by the public on social media pages created by the City of Johnstown do not reflect in any way the opinions and positions of the City of Johnstown, nor does it reflect the views of staff and officials.

City social media networking sites are not monitored at all times, and therefore, should not be used to report emergencies or submit time-sensitive materials. All emergencies should be reported to emergency services by dialing 9-1-1.

Interactions containing any of the following improper content will not be permitted on the City's social media pages and are therefore subject to removal or regulation by the Social Media Administrator or designee(s):

- Content containing profane language
- Content that promotes, fosters, or perpetuates discrimination including, but not limited to, race, creed, ethnicity, national origin, gender and gender identity, age, sexual orientation, religion, marital status, financial status, and physical or mental abilities
- Sexual Content
- Content that defames any person or organization
- Content that is hateful, incites violence or contains harassing behavior
- Private/confidential information, and/or information that may compromise the safety or security of the public and individuals (Doxing). Confidential municipal information is not to be released.
- Encouragement and/or incitement of illegal activity
- Solicitation of commerce or personal financial gain, including advertising non-government related business or products
- Materials violating intellectual property rights or violates a legal ownership of another party
- Content that violates Federal, State, County, or local law
- Content that violates the Terms of Service of the social media platform utilized

All comments and materials posted to the City page are subject to the City's social media policy as well as the policy of each social media platform.

The City reserves the right to remove content, including comments, that violate the guidelines listed above. Removed comments will be documented as per requirements established by the Commonwealth of Pennsylvania.

THIS POLICY IS SUBJECT TO CHANGE AND MAY BE AMENDED AS NEEDED.

