

Sandy City Council Social Media Policy

PURPOSE:

Social media has the ability to provide efficient, thorough, and accessible information and communication to Sandy citizens and business owners.

As an equal but independent branch of our city's government, the Sandy City Council developed independent social media pages to deliver valuable, accurate, and timely news and other information as it relates to the Council and/or Council Members and ultimately enhances communication between this legislative body and its constituents. However, coherence between the City Communication team and the Council's social media and overall communication strategies will ensure the accuracy, timeliness, and effectiveness of content across all platforms. As such, Council Office staff have created this policy as an internal guide to Council Members and Office Staff on the practices and content approved for Sandy City Council's social media.

POLICY:

1. Platforms

- a. The Sandy City Council currently has four social media pages:
 - i. Facebook,
 - ii. Instagram,
 - iii. X (Twitter), and
 - iv. YouTube.

2. Purpose

- a. The Sandy City Council's social media pages shall generally be used to:
 - i. Ensure prompt dispatch of time-sensitive information such as safety updates or emergency notices as needed, to ensure public well-being.
 - ii. Inform residents of Council decisions and actions, and encourage citizen engagement and participation in Council and City events, surveys, initiatives, and other opportunities.
 - iii. Create opportunities for citizen awareness and input by disseminating information on topics relating to the City Council, including but not limited to meeting details, agenda items, and topics of Council discussion and/ or vote.

3. Access and Posting

- a. The Council Office staff will be solely responsible for posting content, responding to messages and/or comments, and other general upkeep of the social media pages. Individual Council Members shall not have the ability to access the pages, make posts, or respond to messages on the Council social media pages.

4. Content Creation

- a. Content shall be created based on factual, objective stances on all events, initiatives, agenda items, and other topics. The Council social media pages and content thereof is intended to represent and reflect the collective position of the City Council and as such, the City Council social media pages will not create, share, or promote content:
 - i. that is related to the campaign or campaign events of Council Members or other candidates for elected Sandy City or other offices,
 - ii. that promotes opinions of individual Council Members on political topics, City Business, or other Council related information.
- 5. Sharing City Council and City Council Member Content
 - a. Council members are welcome and encouraged to share content from the Council social media pages to their personal pages, however, no posts or other content from individual member's pages will be shared to the Sandy City Council pages. The Council social media pages may also follow current and/or past Council Members, but will not "like", share, or otherwise engage content related to campaigns or personal opinions of Council Members, ensuring an objective, neutral stance in all interactions.
- 6. City and Community Events
 - a. Members who attend City and community events, including but not limited to; festivals, parades, races, ribbon cuttings, and open houses, are encouraged to take pictures and submit them to Council Office staff. When feasible, Council Office Staff will attend events to capture photos or gather information for creating content.
 - b. Content creation around such events will focus on the community event itself and/or the benefit(s) to Sandy residents.
- 7. News Stories, Awards, Recognitions, etc.
 - a. In accordance with this policy, which allows and encourages open and positive relations between Council Members and the media, news stories or announcements of awards/ recognitions that feature a Council Member (or Members) shall be shared on the Council social media channels per request from involved members, provided the content of the news story is not otherwise deemed inappropriate by Council Office Staff.
- 8. Privacy Policy and Terms of Service
 - a. Users and visitors so the Sandy City Council social media pages shall be notified of the intended purpose of the site and appropriate/ accepted communication, as stated in the Sandy City [Privacy Policy and Terms of Service](#).