

City of Greensburg, Kansas

Social Media Policy

Originally Adopted December 3, 2018, Amended September 21, 2020

The City of Greensburg, Kansas uses social media to engage and inform residents, visitors and stakeholders as a channel of communication, and to promote city services and community events. The city's websites, greensburgks.org, visitgreensburgks.com and bigwell.org, serve as the primary source for information and internet presence.

This policy is to ensure an authorized and consistent message on City of Greensburg social media channels.

We use social media for: organizational announcements, community event information, visitor information, photos, job opportunities, municipal related news, information and resources for Greensburg residents.

We do not post or share political endorsements, crude, rude, offensive or derogatory statements.

Community Standards

Any City of Greensburg social media site shall be considered a limited public forum, and public expression must meet certain minimum levels of discourse. Articles, posts and comments on the City's social media site shall not contain any of the following forms of content, which shall be removed as soon as possible:

- Profane language or content
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, ancestry, religion, gender, national origin, physical or mental disability
- Sexual content or links to sexual content
- Solicitations of commerce
- City personnel matters
- Conduct or encouragement of illegal activity
- Information that may compromise the safety or security of the public or public systems or facilities
- Content that violates a legal ownership interest of any other party
- Threats or defamatory statements
- Links to any external site
- Multiple successive off-topic posts by a single user or repetitive posts copied and pasted by multiple users, or Spam
- Endorsement of political candidates, causes or groups, except for endorsement approved by City management of events, services or causes that have explicit, general City sponsorship

Employee Use

City of Greensburg social media accounts are monitored and the responsibility of the City Administrator, City Clerk, Convention and Tourism Director/Big Well Museum Director and Police Chief. Employees are prohibited from using official city accounts for personal use.

City of Greensburg employees are invited to follow and engage with the city's social media through their own personal accounts. Personal social media accounts of City of Greensburg employees should not be presented as official voices or opinions of the City. Employees may use personal social media during work in a reasonable, limited way provided that this privilege does not interfere with his or her job duties.

No employee of the City of Greensburg shall be punished for expressions, or litigation, made as a private citizen regarding matters of public concern, unless those expressions, or that litigation, substantially disrupts the efficient and effective delivery of public services by the City.

No employee of the City of Greensburg shall be punished for their political beliefs or associations, unless that employee possesses policymaking authority and their political association is an appropriate requirement for the effective performance of the public office involved.

Any employee who accesses their personal account from city owned, city leased or city provided technology has no right to privacy in any information that is created, stored, transmitted, shared or viewed. The city may review all internet activity and websites that are accessed. Anyone found to have violated this policy may be subject to disciplinary action.