

## Bondurant Social Media Policy

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## Vision Statement

The City of Bondurant shall be a model of excellence, a safe, well-planned community with equal opportunity for all. Bondurant will continue its legacy as a friendly community embracing its natural beauty while providing a safe, peaceful, and progressive environment to live, work, and play, and where businesses thrive. A vibrant, strong, and active multi-generational population will enjoy its spirit of community, connection, and charm.

## Mission Statement

In partnership with our community, the mission of the City of Bondurant is to protect and enhance the quality of life by providing a high level of dependable service with honesty and integrity in an efficient and responsive manner for all citizens. The City will continue to address changing citizen and community needs with fiscally responsible and professional behaviors and maintain a safe, livable environment through teamwork, innovation, and regional collaboration.

## Values

- We believe in honest, open, democratic government. We are dedicated to the highest ideals of honor and integrity in order to merit the respect, trust and confidence of the citizens of Bondurant.
- We believe our primary responsibility is to those who live, work, visit or otherwise come in contact with our City. We are committed to enhancing the quality of life by providing exemplary services.
- We believe that service to the public is our reason for being and strive to deliver quality services in a highly professional and cost-effective manner and that prudent stewardship of public funds is essential for citizen confidence in government.
- We believe that continuous improvement is the mark of professionalism and are committed to applying this principle to the services we offer and the development of our employees.
- We believe that the employees of the City are its most important resource, and through them our mission and vision will be accomplished. We will support them with dignity, respect, and fairness.
- We believe that planning, training, and teamwork will fulfill our mission and vision for the future of the City of Bondurant.
- We believe that the public is best served when departments and employees work cooperatively as a team in a positive working environment.
- We believe that the City is most effective when elected officials, volunteers, and employees are creative and innovative and embrace technological advances to enhance efficiency and decrease costs.
- We believe in honoring diversity and protecting individual rights. Open communication, respect for others, compassion, and a sense of humor are essential tools in our organization. We value the cultural and social diversity that is reflected in our community, and we welcome the changes and new perspectives that this diversity brings to us.

## Goals

- Provide expedient, courteous service to new and prospective residents and businesses
- Establish cost effective administration practices
- Implement policies and projects which improve the City's image
- Expand public safety services
- Continually upgrade the City's infrastructure
- Reduce the City tax rate
- Improve recreation facilities & activities
- Support planned, organized growth
- Promote economically feasible commercial development

## DISCLAIMER & COMMENT POLICY

### Definition and Purpose

The City of Bondurant recognizes the impact and opportunities of new and evolving technologies for communicating with the community, as well as in its operations. To reach the many audiences who seek city information, various communications tools will be used, including social technologies and other web-based tools.

Social technologies are defined as any web application, Website or account created and maintained by the City of Bondurant for staff to share opinions and information about City operations and events. Examples of social technologies include, but are not limited to, Facebook, Twitter, Four Square, Pinterest, Instagram, Snapchat, and YouTube.

These communication tools will be used in a manner like the e-mail system currently used to share information regarding City operations – to publicize events, promote new City services, and provide important notices. On occasion, these tools may also be used to collect public comment and information.

This policy refers to social media accounts established for the City of Bondurant and does not apply to personal social media accounts. In addition, this policy does not govern personal use of social media Web sites during work hours as this behavior is addressed in the city's Electronic Communications Technology Policy.

The City of Bondurant Government fan page is intended to be used for informational purposes only. If you wish to contact City Council or to request City services, please visit the City's official website: [www.cityofbondurant.com](http://www.cityofbondurant.com).

This site is maintained and moderated by the City's Communications Specialist to ensure that posted comments are constructive and suitable for all readers while respecting a range of opinions and points of view. Moderation will take place during city hall's normal business hours. We will reply to comments in a timely manner, when a response is appropriate. Posted comments must comply with the following regulations:

## Personal Conduct

- Comments must be civil, and may not contain slanderous, libelous, malicious, threatening, or profane language.
- Comments must be within the scope of the topic under discussion. Repetitive or duplicate posts will be removed to maintain equity and ease of use for others.
- Comments containing links to other web sites or pages must be relevant to the topic.
- Comments cannot represent a person other than the one posting the comment.
- Participants are responsible for what they post. Comments must not breach any law, confidentiality, or copyright. Give credit to appropriate persons when required.
- Always think before posting; if it causes you to pause or question if it is appropriate, it most likely should not be posted.

## Topic Guidelines

- As a community information resource, the City of Bondurant's social media pages is politically neutral.
- Advertising or promotional announcements are not permitted.
- Non-profit organizations that exist to directly support City facilities, functions, operations, and personnel are permitted to use this space for fundraising, public awareness, and community outreach.
- Comments cannot include personally identifiable information, such as an address, phone number, social security number or other sensitive information.
- The Communications Specialist will limit the number of posts, photo albums and status update each day. The purpose is not to overload our users with too much information. In the event of a severe weather event, crisis or emergency, the Communications Specialist may post as many updates as warranted.
- Anyone posting comments contrary to this Terms of Use policy may be prohibited from future participation. The City of Bondurant reserves the right to update these Terms of Use.

## Photo Policy

The City of Bondurant does NOT permit the reproduction or redistribution of photos (in partial or whole) from its Facebook page for resale use. City of Bondurant photos may, however, be shared on other Facebook pages.

## Disclaimer

The City of Bondurant does not warrant or make representations or endorsements as to the quality, content, suitability, accuracy or completeness of the information, text, graphics, links, and other items contained on this server. Such materials have been compiled from a variety of sources and are subject to change without notice from the City of Bondurant. Except to the extent required by law, commercial use of the materials is prohibited without the written permission of the City of Bondurant.

Some of the links on this page and subsequent pages may lead to resources outside the City of Bondurant municipal government. The presence of these links should not be construed as an endorsement by the City of Bondurant of these sites or their content. The City of Bondurant is not responsible for the content of any such external link. The City of Bondurant specifically disclaims any and all liability for any claims or damages that may result from providing the City of Bondurant website or information it contains, including any websites maintained by third parties and linked to the City of Bondurant website. The responsibility for content rests with the third-party organizations who are providing the information.

By posting content, the user agrees to indemnify the City of Bondurant and its officers and employees from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred by any of them which arise out of or are related to the posted content.

The City of Bondurant reserves the right to monitor content before it is posted on all its social media websites and accounts, and to modify or remove any messages or postings that it deems, in its sole discretion, to be abusive, defamatory, in violation of copyright, trademark right or other intellectual property right of any third party, or otherwise inappropriate for the service. The City of Bondurant also reserves the right to edit or modify any submissions in response to requests for feedback or other commentary. Notwithstanding the foregoing, City of Bondurant is not obligated to take any such actions and will not be responsible or liable for content posted by any subscriber in any forum, message board, or other area within the service.