

ORDINANCE NO. 2022-1

**AN ORDINANCE PROVIDING FOR AND ESTABLISHING A SOCIAL MEDIA
POLICY FOR THE CITY OF LOCKESBURG, ARKANSAS,
AND DECLARING AN EMERGENCY**

WHEREAS, a need exists for a policy to govern social media posts for the City of Lockesburg, Arkansas.

NOW THEREFORE, BE IT ORDAINED by the City Council of the City of Lockesburg, Arkansas;

Section 1. This Ordinance shall be known as the Ordinance Providing For and Establishing a Social Media Policy for the City of Lockesburg, Arkansas.

Section 2. All City of Lockesburg department social media sites are subject to approval by the Mayor in consultation with Department Heads. The City of Lockesburg's official Facebook page will remain the City's primary internet presence.

Section 3. All social media posts shall only be for disseminating time-sensitive information as quickly as possible such as emergency information or for marketing and promotional purposes that increase the City's ability to broadcast its messages to the widest possible audience.

Section 4. Departmental staff shall be responsible for the content communicated via social media in coordination with the Mayor. Department staff is expected to ensure any content communicated via social media is maintained and current. The use of social media shall comply with all applicable City of Lockesburg policies and standards as determined by the City Council of the City of Lockesburg. All content communicated via social media is subject to the Arkansas Freedom of Information Act.

Section 5. All content posted or communicated via social media for the City of Lockesburg will be monitored. Public comments should not be deleted from the City of Lockesburg's social media account, but an administrator shall hide comments that : violate the social media platform's terms of service; contains information about the City of Lockesburg that is legally deemed confidential and should not be made public; any comments that are considered pornographic, obscene or defamatory in nature, including any links to inappropriate sexual content; any comments that advocate for violence or the threat of violence; any comments that openly discriminate against others or advocates for discrimination based on race, creed, color,

age, religion, gender, genetic information, sex, pregnancy status, sexual orientation, national origin, ethnicity, disability, veteran status, or any other legally protected class; any comments that are solicitations of commerce or marketing of private business enterprises; comments that encourage or promote illegal activity; comments that include information that may compromise the safety or security of the public or public systems; comments that appear to violate the intellectual property or copyright of any other party; and any comments that contain content that is clearly off-topic or repetitive and detracts from the original City Social Media Content.

Section 6. The Mayor shall maintain a list of all social media accounts that are approved for use by the City of Lockesburg by the City Council for use by the City Departments and Staff. The Mayor shall maintain a list of all City of Lockesburg social media sites, including login and password information. This document of logon and password information is not subject to public disclosure pursuant to an exception included in the Arkansas Freedom of Information Act. All login and password information shall be maintained at the Lockesburg City Hall.

Section 7. The City of Lockesburg must be able to immediately regulate non-allowed content from social media tools in a manner consistent with constitutional free speech rights of the comment writer. Each social media tool approved by the City Council of the City of Lockesburg must comply with all City and departmental standards and must be operated according to applicable law and industry best practices regarding various social media platforms.

Section 8. Whenever possible, content posted using social media tools will also be available on the City of Lockesburg website. Such website does not currently exist but if such website does come into existence, all content on social media will contain a link back to the City's website for more full content.

Section 9. That all ordinances and parts thereof in conflict herewith are hereby repealed to the extent of such conflict.

Section 10. Whereas, there is a great need for the City of Lockesburg to have the authority to regulate official social media posts regarding information disseminated by officials in his or her capacity as such an official for within the city of limits of the City of Lockesburg, and whereas, this ordinance needs to become effective immediately in order for the city to protect the safety and welfare of the citizens of the City of Lockesburg through such regulation, therefore, an emergency is hereby declared to exist and this ordinance being necessary for the immediate protection of the public peace, health and safety shall take effect immediately upon its passage and approval.

PASSED THIS _____ DAY OF _____, 2022.

DANNY RUTH, MAYOR

ATTEST:

BECKY JEGSTRUP, RECORDER/TREASURER