
City of Evans Social Media Policy

Purpose:

The purpose of this policy is to establish clear guidelines for the City of Evans (henceforth, "City") use of social media platforms and to set expectations regarding the city's approach to responding to inquiries, comments, and posts on these platforms.

Policy Statement:

The City recognizes the important role that social media plays in engagement with the public and all other external stakeholders. The City will use social media platforms, including but not limited to, Facebook, Instagram, X (formerly Twitter), Nextdoor, YouTube, and LinkedIn, as a service to provide timely, accurate, and relevant information for dissemination to the public. The goal of employing social media platforms as a communications vehicle is to reach a broad and diverse audience in a timely manner for important matters pertaining to city operations, critical alerts, for promoting city events, and gauging public feedback.

Guidelines:

The City, through the communications office, will be solely responsible for adding and removing content from its social media platforms at its sole discretion as a public service. The City will make an effort to share the same, or similar, information across its various channels but cannot guarantee that each platform will consistently share identical information. The City may monitor all comments, questions, responses, and reactions to the information shared during normal business hours, typically Monday through Friday from 8am to 5pm MST.

The City will monitor all official social media sites and moderate said sites for appropriate content. While comments will not be edited by City personnel, the follow types of comments may be hidden from public view:

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- Comments promoting or advertising a business or commercial transaction.
 - Comments that include obscene, threatening or harassing language.
 - Comments that include personal attacks of any kind
 - Comments that target or disparage any ethnic, racial, age, or religious group, gender, sexual orientation or disability status
 - Comments advocating illegal activity including the posting of material that violates copyrights or trademarks of others.

The City will use social media channels to engage with residents by way of answering questions and responding to inquiries in a timely manner during normal business hours. While the city encourages residents to engage on social media platforms, it is not the sole means of requesting vital information. Not all comments and/or inquiries will receive a reply from the city. The City requests residents who have an issue of pressing concern to contact the city directly using the following means during normal business hours:

- Phone: (970) 475-1170
- Email: info@evanscolorado.gov
- Website: www.evanscolorado.gov
- In-person visits: 1100 37th Street Evans, CO 80620

Disclaimer

Please note that the external comments expressed on social media platforms do not reflect the opinions of the City, its officers, agents, or employees. The city is not responsible for the content of any external comment or post and expressly disclaims any liability for external comments and posts. The City's failure to remove any such comment or post shall not be construed as approval or endorsement of the content by the city, its officials, agents, or employees.

Furthermore, comments posted within City social media platforms will not be

considered as official requests for information or action. All official correspondence and requests must be made through official channels at the City of Evans at 1100 37th Street, Evans, CO 80620 or by using our public records request form available at <https://cityofevansco.nextrequest.com>. Please note that any content posted to city social media platforms are subject to public disclosure under the Colorado Open Records Act.

Questions regarding the City's social media policy should be directed to the City's Communications Office (970) 475-1158 or info@evanscolorado.gov