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# 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 will 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 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](mailto:info@evanscolorado.gov)
* Website: [www.evanscolorado.gov](http://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 page](https://www.evanscolorado.gov/your-government/records-request/). Please note that any content posted to city social media platforms are subject to public disclosure under the Colorado Open Records Act.

The city reserves the right to delete any comments that do or may potentially meet any of the hereafter listed parameters:

* Profane, obscene, vulgar, or sexually explicit
* Threaten and/or promote violence in any form
* Potentially libelous
* Promote SPAM or any outside commercial or nonprofit venture
* Hateful, derogatory, mean-spirited, or harassing in nature
* Include references to race, religion, sexual orientation, disability status, national origin, or gender identification
* Private or personal information published without consent
* Made by a person masquerading as someone else
* Plagiarized material and/or material that violates intellectual property rights
* Are off-topic and/or not germane to the original, city-initiated topic
* Contain or embed links to external sources
* Are in violation of any federal, state, or local law

The aforementioned list is not exhaustive, and the city retains the right, at its sole discretion, to remove any comments and/or materials shared on its social media channels. Additionally, the city reserves the right to terminate and/or disable any individual’s ability to participate on the city’s social media channels if said individual violates any of the above listed criteria.

Questions regarding the city’s social media policy should be directed to the city’s communications office (970) 475-1158 or [info@evanscolorado.gov](mailto:info@evanscolorado.gov)