

Social Media Policy

The City of Cheboygan recognizes that social media platforms like Facebook, Twitter and Instagram, have become mainstream forms of communication among residents, media outlets, government agencies, businesses, and others. Using this technology, the City has additional avenues by which to share news releases, inform the public of projects, initiatives and general city service information, and highlight events and positive media coverage. Additionally, social media provides the ability to share other information that supports the goals and mission of the City. Social media also provides a two-way means by which to interact with residents, visitors, media, local business owners and people who work in the City. "Social media account" shall mean any of the City of Cheboygan's accounts or online services that allow for interaction with City residents and other stakeholders.

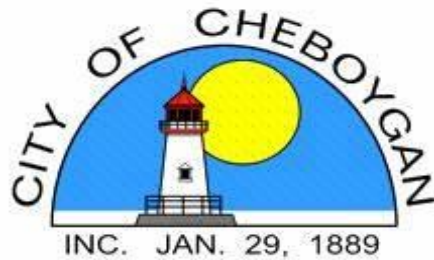
LIMITED PUBLIC FORUM

The City's social media accounts are limited public forums. The City does not make its social media accounts available for general public discourse, but rather reserves and limits the topics that may be discussed on the social media accounts.

CONTENT RESTRICTIONS

We welcome your comments; however, the City of Cheboygan social media account is intended to be a limited forum for communication and discussion between the City of Cheboygan and members of the public about specific topics. The City social media account content and comments containing any of the following forms of content shall not be allowed for posting and shall be subject to removal:

1. Comments unrelated to the purpose and topical scope of the page.
2. Defamatory, threatening or profane language.
3. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, sexual orientation, marital/familial status, status with regard to public assistance, physical or mental disability or national origin .
4. Sexual content or links to sexual content.
5. Solicitations of commerce.



6. Personally identifiable information, such as an address, phone number, social security number or other sensitive information.
7. Information which may interfere with or compromise current investigations, police tactics and the safety or security of public safety staff and/or the public or public systems.
8. Promotion or advertisement in favor of, or in opposition to a political campaign, ballot measure or candidate.
9. Conduct or encouragement of illegal activity.
10. Distribution of copyrighted photographs, music, video, graphics or other content without the express permission of the copyright holder.

The City reserves the right to deny access to the Social Media site for any individual, who violates this Policy, at any time and without prior notice

NOTICE

Users and visitors to the City's social media accounts shall be notified that the intended purpose of the account is to serve as a mechanism for communication of City news, services and events and that it is a limited public forum. By posting or commenting, users agree to the terms of use outlined in this policy.

TIME OF USE

The City of Cheboygan's social media accounts are not monitored 24/7, and as such, posts and responses should not be immediately expected. Accounts are traditionally monitored during normal business hours, designated as weekdays from 8 a.m. to 4 p.m., excluding holidays.

EMERGENCY NOTICE

As the City's social media accounts are not monitored 24/7, users are advised NOT to use the City's social media accounts to report a crime or emergency situation. Crime reports and requests for police, fire or emergency medical assistance must be made by dialing 9-1-1.

This policy will be reviewed, at a minimum, annually by the City Manager's Communications Division and will be updated as necessary.