



## Social Media Policy for Public Use

The City of White Cloud is committed to fostering open lines of communication and encouraging public engagement. The City's social media accounts serve as a mechanism to disseminate information regarding the City's mission, meetings, events, and other matters of public interest. The city has an overriding interest in keeping its social media accounts civil and appropriate, ensuring suitability for users of all ages.

Due to the nature of the City's social media accounts as a limited public forum, the City reserves the right to reject or remove user-generated content that violates the following:

- ❖ Contains comments or hyperlinks not directly related to the business or work of this department or to the particular social media content being commented upon.
- ❖ Is defamatory, threatening, profane, obscene, violent, bullying, sexual or harassing.
- ❖ Promotes, fosters, or perpetuates hate or discrimination on the basis of any legally protected category including religion or creed, race, national origin, ancestry, sex, age, physical or mental disability, medical condition, sexual orientation, marital status, gender identity, gender expression, genetic characteristics or information, military or veteran's status, or any other category protected by federal or state law, including association with individuals with these protected characteristics or perception that an individual has one or more of these protected characteristics.
- ❖ Contains solicitations of commerce. Do not post advertisements, prize contests, promotions, or giveaways. This includes promotion or endorsement of any financial, commercial, or nongovernmental agency.
- ❖ Contains comments in support of or opposition to political campaigns or ballot measures.
- ❖ Contains personal identifying information such as address, phone number, email address, social security number or other sensitive personal information.
- ❖ Contains details about an ongoing investigation or legal or administrative proceeding that could prejudice the processes or could interfere with an individual's rights and may interfere with or compromise current investigations, police tactics, and the safety and security of public safety and/or public systems.
- ❖ Promotes or encourages or appears to promote or encourage the use or possession of illegal behaviors or activities.
- ❖ Distributes copyrighted photographs, music, video, graphics, or other content without the express permission of the copyright holder or that violates the legal ownership interests or another party.
- ❖ Defames or defrauds anyone including financial, commercial, or nongovernmental agencies.

- ❖ Posts or links that contain malicious software (malware) such as viruses, worms, trojans, rootkits, spyware, adware, or any other unwanted software.
- ❖ Multiple or repetitive posts will be considered spam, will be archived, and may be hidden or removed.

By posting on a City of White Cloud social media account, you agree to follow these terms.

Any content rejected or removed from the City's social media account will be documented and stored for a reasonable period and is subject to FOIA regulations.

The city is not responsible for and neither endorses nor opposes comments placed on any City social media account. *The City of White Cloud as a public body may simply turn off comment features on its social media pages. The social media pages of public bodies, or likely more accurately - the interactive features of those pages (the comment threads) are not traditional public forums and, therefore, the public body in control of the forum may simply close it at any time.*

Note that the City's social media accounts are not monitored 24/7 and should not be used to report an emergency or ask for assistance. In case of emergency, call 911.

Adopted 06/07/2023 by White Cloud City Council  
Amended 02/06/2024 by White Cloud City Council