



SOCIAL MEDIA POLICY

PURPOSE

The City of Horace (the “City”) utilizes social media to share information regarding City business with the general public. In an effort to promote appropriate information exchange with community members, the City welcomes and encourages posts and comments that are related to the specific content posted on the social media page.

GENERAL POLICY

Social media is the term used to describe multiple online sites including Facebook, Twitter, Instagram, and other online forums that allow the City to share information with the general public. The City’s social media pages are *limited public forums*. Any comment posted by a member of the public is the opinion of the commenter and in no way is that comment or post the opinion of the City. All comments posted to the City’s social media pages are bound by the social media site’s conduct policy, for example, Facebook’s Statement of Rights and Responsibilities. The City reserves the right to report any violation of Facebook’s Statement of Rights and Responsibilities to Facebook.

COMMENT POLICY

Comments posted on social media pages will be monitored by the City. The City reserves the right to ban users and remove any inappropriate comments or posts (“content”) including but not limited to the following:

- Profane, obscene, or violent content/and or language;
- Sexual content;
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, color, age, religion, gender, or national origin;
- Content that threatens any person or organization;
- Content that violates intellectual property rights;
- Content referencing political parties or an individual's political affiliations;
- Advertisements of any kind promoting services or products;
- Content promoting any illegal activity;
- Content which might compromise the safety and security of the public or public systems;
- Content not related to the original posting; or
- Content that violates any federal, state, or local law.

Content posted on any City social media page shall be subject to North Dakota’s open records laws. For more information relating to the City of Horace, please visit the City’s website at <http://cityofhorace.com/>.

*This Social Media Policy may be revised at any time by the City of Horace or its authorized representative.