



# SOCIAL MEDIA CONTENT POLICY

Social media sites operated by the City of Denison are a place where we want to foster positive communication between the city and the citizens. We are also excited to hear from members of our community. While the sites are not monitored by the city 24/7, all comments and replies are read on a regular basis and will remain unreported, or a user unblocked if in keeping with the city's Social Media Content Policy. Our policy is as follows:

## Terms of Use

By posting or commenting on any social media platform used by the City of Denison Texas Government, The City of Denison Texas Police Department, Denison Fire Rescue, Denison Live, Discover Denison, Denison Public Library, Keep Denison Beautiful, Denison Sister Cities, Denison Parks and Recreation, or Denison Main Street you participate by your own choice, taking personal responsibility for your comments, your username, profile picture and any information you provide therein. You further agree to the following terms of use:

The City of Denison, and official city-run accounts, maintain a social media program for the purpose of engaging and interacting with our community, providing relevant and timely community news, releasing information and events, distribution of crime prevention and public safety tips, providing urgent notifications of critical incidents which may affect residents, business owners, and visitors of the City of Denison, and for those people having an interest in getting to know the City of Denison and its organizations.

## Limited Public Forum

All social media platforms used by the City of Denison, and official city-run accounts, are designated as Limited Public Forums. The city welcomes a person's right to express their opinion and encourages posters to keep comments relevant to the topic in question. Posting of any content on any social media platform used by the City of Denison, by any visitor, follower, subscriber, or fan, constitutes acceptance of the terms of use described here in this policy.

For purposes of this policy, a social media consists of a platform, website, or mobile app that enables

users to create and share content or participate in social networking with the City of Denison. The city utilizes Facebook, Twitter, Instagram, TikTok, and YouTube.

## Endorsements

"Friending," "Liking," or "Following" the City of Denison, or an employee of the city, does not indicate an endorsement of that person's actions or comments.

A comment posted by a member of the public on any City of Denison social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the City of Denison, nor do such comments necessarily reflect the opinions or policies of the City of Denison, Texas.

## Moderation of Content

The City of Denison's social media platforms are intended to be "family friendly." When applicable, the city uses each platform's built-in monitoring systems to provide content moderation and filtering options to limit foul, indecent, or obscene content. The City of Denison also actively monitors all social media platforms used by our departments, and will remove inappropriate content as defined below, without prior notice, and as soon as possible. The city shall reserve the right to remove, hide, and/or block anyone who posts inappropriate material as determined by the city. This material may include, but is not limited to:

- Non-topical comments unrelated to the original topic, including random or unintelligible comments;
- Profane, obscene, or pornographic content and/or language;
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin;
- Defamatory or personal attacks, including personal attacks directed at public officials;
- Threats to any person or organization;
- Comments in support of, or in opposition to, any political campaigns or ballot measures;
- Solicitation of commerce, including but not limited to advertising of any business or product for sale;
- Conduct in violation of any federal, state, or local law, including city ordinances;
- Encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public or public systems;
- Content that violates a legal ownership interest, such as a copyright, of any party;
- Harassment or content which constitutes and/or facilitates stalking;
- Content which violates the right to privacy;
- Encouragement of violence;
- Repetitive content continually posted on multiple City of Denison (or other city-run accounts) posts;
- Comments which may reasonably interfere with, inhibit, or compromise law enforcement investigations, police tactics, police responses to incidents, and/or the safety of police staff and officers;
- Posts or comments that contain any external links.

The city does not allow posting of photos or videos by anyone other than employees of the city.

## **Denial of Access**

The City of Denison reserves the right to deny access to any City of Denison social media sites for any individual who violates the City of Denison's social media content policy at any time and without prior notice. If you wish to contest the removal or hiding of your content, or your denial of access ("banned") from our social media platforms, you may do so by contacting us at 903-465-2720 and requesting to speak to our Communication and Media Manager.

## **Facebook's Community of Standards**

All comments posted to any City of Denison Facebook site are bound by Facebook's Community Standards and the City of Denison reserves the right to report any violation of Facebook's Community Standards to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.

## **Twitter Rules**

When applicable, the City of Denison reserves the right to report any violation of the Twitter Rules, with the intent of Twitter taking appropriate and reasonable responsive action.

## **Instagram Community Guidelines**

When applicable, the City of Denison reserves the right to report any violation of the Instagram Community Guidelines, with the intent of Instagram taking appropriate and reasonable responsive action.

## **YouTube Community Guidelines**

When applicable, the City of Denison reserves the right to report any violation of the YouTube Community Guidelines with the intent of YouTube taking appropriate and reasonable responsive action.

## **TikTok Rules**

When applicable, the City of Denison reserves the right to report any violation of the TikTok Rules, with the intent of TikTok taking appropriate and reasonable responsive action.

## **Emergency or Non-Emergency Requests for Police/Fire Assistance**

The posting of requests for police or fire assistance, regardless of the nature of emergency or non-emergency asks, is discouraged, and will not guarantee a response by the Denison Police Department, Denison Fire Rescue, or any emergency service provider. Social media platforms are not monitored 24/7, therefore it is imperative that residents still contact the Denison Police Department or Denison Fire Rescue through the telephone system. In case of an emergency, or if police/fire assistance is needed, please dial 911. If you wish to report a crime or information relevant to a crime, please call 903-465-2422. You may remain anonymous if you wish.

In the event you post information related to a crime, you may be placing yourself in a position of becoming a witness and subject to being subpoenaed into court and contacted by detectives.

## **Questions**

Should you have any questions in regard to items contained herein this policy, please contact the City of Denison at 903-465-2720 and request to speak with our Communication and Media Manager.