

SUNSET CITY SOCIAL MEDIA POLICY

Purpose:

The goal of Sunset City's website and use of social media sites (including but not limited to Facebook) is to enhance the City's means of providing information about Sunset City and City services to its residents, businesses and visitors. Sunset City's website is not a public forum for the exercise of free speech.

General Disclaimer:

Information contained in the Sunset City website, including information contained in external links, is provided without any warranties or representations of any kind as to accuracy, reliability, timeliness, or content. Under no circumstances shall Sunset City be liable for any acts or omissions based upon reliance on any information contained in or linked to the web site, nor shall the City be liable for any consequences of such reliance. Links or references to other information or organizations do not constitute an endorsement by the City.

Social Media Policy:

The purpose of the Sunset City Facebook page is to serve as a mechanism for communication between Sunset City government and members of the public. All content created or posted on Sunset City's social media pages belongs to the city and may be considered a public record, and are subject to public disclosure under the Utah Government Records and Access Management Act ("GRAMA"). The city reserves the right to restrict or remove any content that is deemed to be in violation of Sunset City's social media policy or any applicable law. Sunset City social media site articles and comments containing any of the following forms of content shall not be allowed:

- a. Comments in support of or opposition to political campaigns or ballot measures.
- b. Profane language or content.
- c. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
- d. Sexual content or links to sexual content.
- e. Solicitations of commerce.
- f. Conduct or encouragement of illegal activity.
- g. Information that may tend to compromise the safety or security of the public or public systems.
- h. Content that violates a legal ownership interest of any other party or
- i. Comments not topically related to the particular social medium article being commented upon, including random or unintelligible comments.

We understand that social media is a 24/7 medium; however, the monitoring capability of the City's Public Relations staff is not. Accordingly, **NO REQUESTS FOR EMERGENCY SERVICES, OR OTHER IMMEDIATE RESPONSES, SHOULD BE MADE VIA SOCIAL MEDIA**. Also, the City may not be aware of inappropriate comments right away, therefore we request that any such comments, personal attacks, or negative speech be either ignored or responded to politely.

A comment posted by a member of the public on any City 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, nor do such comments necessarily reflect the opinions or policies of the City.

The City reserves the right to deny access to City social media sites for any individual, who violates the City's Social Media Policy, at any time and without prior notice.

All comments posted to any City Facebook site are bound by Facebook's Statement of Rights and Responsibilities, located at <http://www.facebook.com/terms.php>, and the City reserves the right to report any violation of Facebook's Statement of Rights and Responsibilities to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.

Links to External Websites:

Consistent with the purpose of this website, Sunset City may in its sole discretion provide external web links to the following: governmental entities and educational institutions; generally recognized community organizations, organizations providing information about art, cultural, sporting, and recreational activities in the Sunset area; entities with which the City has an existing contractual relationship, entities or events that receive funding from the City or are otherwise sponsored by the City; entities that contribute to City initiatives and that the City wishes to acknowledge; and web pages that provide free information on local conditions for Sunset City, such as weather or snow conditions. Links may be removed or replaced at the sole discretion of Sunset City at any time without notice. This policy may be revised without prior notice.

Links to Other Entities to Sunset City's Website:

It is not necessary to obtain advance permission to link to the Sunset City website, however Sunset City website content and URLs may change at any time without notice. Entities and individuals linking to the Sunset City website shall not capture any of the City's web pages within frames; present Sunset City content as their own, or otherwise misrepresent Sunset City website content; misinform users about the origin or ownership of Sunset City website content; or make any statement or implication that Sunset City is endorsing, recommending, or favoring, any product, viewpoint, or service.

Sunset City Events Calendar:

The Sunset City website provides a link to the Sunset City Events Calendar. The City posts Sunset City government events. The City may post external events consistent with the purpose of the City website and external website links policy.

Legal Notice:

Communication provided to Sunset City through its website, through e-mail or any other messaging system does not constitute legal notice to Sunset City.

Copyright Policy:

All material on the Sunset City website is protected by International and U.S. copyright law. Distribution, mirroring, modification, or re-use of text, graphics, photographs or videos is not permitted without the express written permission of Sunset City. The City makes no warranty that information on this web site is free of copyright claims or other restrictions on free use. Information contained in the Sunset City website may be printed for personal use. Commercial use is prohibited.