



SOCIAL MEDIA GUIDELINES

External

Purpose

The purpose of this policy is to establish regulations that are intended to help facilitate and enhance the exchange of information and ideas through the City's social media. The following guidelines must be displayed to users on all social media sites or made available by hyperlink.

Goals

The City of Auburn Hills aims to effectively use Social Media Accounts to provide information, disseminate news, event notices, and community updates in alignment with the City's mission to be a connected and transparent government.

Third-Party Content

This City social media site serves as a limited public forum and all content published is subject to monitoring. User-generated posts will be rejected or removed (if possible) when the content:

- Contains profanity or obscenity.
- Contains personal identifying information or sensitive personal information.
- Incites or promotes violence or illegal activities.
- Contains defamatory remarks, personal attacks, or threats against any individual person or group of people.
- Contains information that reasonably could compromise individual or public safety.
- Advertises or promotes a commercial product or service, or entity or individual.
- Promotes endorses political campaigns or candidates.
- Is in violation of or inconsistent with federal, state, or local laws and ordinances.
- Links to any outside websites that are inconsistent with this policy.

Any comment posted by a member of the public on an official City social media page or Department social media page is the opinion of the commentor only, and its publication on such page shall not imply endorsement of or agreement by the City.

Commenting may be disabled on some City social media channels. Where comments are currently deactivated, this Third-Party Content policy applies to comments submitted prior to January 3, 2022.

The City reserves the right to remove content that is deemed in violation of this policy, applicable law, or the City's employee handbook. Any participant on a City social media page or Department social media page that repeatedly violates the commenting guidelines as set forth in this policy may be permanently removed from the City's social media page(s). The City of Auburn Hills reserves the right to suspend access temporarily or permanently to any page at any time.

Public Records Law

City social media sites are subject to applicable public records laws. Any content maintained in a social media format related to City business, including communication posted by the City and communication received from citizens is a public record.