



## City of Shoreline Social Media Policy

### A. Privacy Policy and Disclaimer

Any individual accessing, browsing and using a City of Shoreline Social Media site accepts without limitation or qualification, the City's Social Media Policies (hereafter "Policies"). These terms and conditions apply only to the Social Media sites (defined here as third party hosted online technologies that facilitate social interaction and dialogue, such as Facebook, MySpace, Twitter and YouTube) that are managed by the City of Shoreline. The City of Shoreline maintains the right to modify these Policies without notice. Any modification is effective immediately upon posting the modification on the Social Media Policy page unless otherwise stated. Continued use of a City of Shoreline Social Media site following the posting of any modification signifies acceptance of such modification.

All users of a City of Shoreline Social Media site are also subject to the site's own Privacy Policy. The City of Shoreline has no control over a site's privacy policy or their modifications to it. The City of Shoreline also has no control over content, commercial advertisements, or other postings produced by the Social Media site that appear on the City of Shoreline Social Media site as part of the site's environment.

The City of Shoreline operates and maintains its Social Media sites as a public service to provide information about City programs, services, projects, issues, events and activities. The City of Shoreline assumes no liability for any inaccuracies these Social Media sites may contain and does not guarantee that the Social Media sites will be uninterrupted or error-free.

### B. Posts Policy

Although we encourage posts and comments on City of Shoreline Social Media sites that allow posts, these sites are limited public forums and are moderated by City staff. All posted content (comments, photos, links, etc.) must be related to the topic at hand. The following types of posts and comments are prohibited:

- not topically related to the particular article being commented upon;
- promoting or advertising commercial services, entities or products;
- supporting or opposing political candidates or ballot propositions;
- obscene content;
- illegal activity or encouragement of illegal activity;
- promoting, fostering or perpetuating discrimination on the basis of creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- information that may tend to compromise the safety or security of the public or public systems;
- content that violates a legal ownership interest of any other party; or
- anonymous posts.

The City of Shoreline reserves the right to remove posted content that does not comply with these Policies. All posts and comments uploaded to City of Shoreline Social Media sites that allow posts will

be periodically reviewed. All posts and comments are public records subject to public disclosure under the Public Records Act.

## C. Links Policy

### 1. Links to other Social Media Sites and External Websites Provided on City of Shoreline Social Media Sites

The City of Shoreline may select links to other Social Media sites and outside websites that offer helpful resources for users. Once an individual links to another page or site, the City's Policies no longer apply and you become subject to the policies of that page or site. The City of Shoreline's Social Media sites are intended specifically to share information about City programs, events and services. The City of Shoreline is not responsible for the content that appears on these outside links and provides these links as a convenience only. Users should be aware that these external pages and sites and the information found on those pages and sites are not controlled by, provided by or endorsed by the City of Shoreline. The City reserves the right to delete links posted by outside individuals that violate the City's Posts Policy at any time without notice.

### 2. Links by Other Entities to City of Shoreline Social Media Sites

It is not necessary to get advance permission to link to City of Shoreline Social Media sites; however, entities and individuals linking to City of Shoreline Social Media sites may not capture any of the City's Social Media sites within frames, present City of Shoreline content as their own or otherwise misrepresent any of the City's Social Media site content. Furthermore, they shall not misinform users about the origin or ownership of City of Shoreline Social Media site content. Links to City of Shoreline Social Media sites should not in any way suggest that the City of Shoreline has any relationship or affiliation with that organization or that the City endorses, sponsors or recommends the information, products or services of that site.

## D. Copyright Policy

All information and materials generated by the City of Shoreline and provided on City of Shoreline Social Media sites are the property of the City of Shoreline. The City retains copyright on all text, graphic images and other content that was produced by the City of Shoreline and found on the page. You may print copies of information and material for your own non-commercial use, provided that you retain the copyright symbol or other such proprietary notice intact on any copyrighted materials you copy. Please include a credit line reading: "credit: City of Shoreline Facebook (or Twitter or Myspace) Page" or "Courtesy of City of Shoreline."

Commercial use of text, City logos, photos and other graphics is prohibited without the express written permission of the City of Shoreline. Use of the City logo is prohibited for any non-governmental purpose. Any person reproducing or redistributing a third party copyright must adhere to the terms and conditions of the third party copyright holder. If you are a copyright holder and you feel that the City of Shoreline did not use an appropriate credit line please notify the Webmaster with detailed information about the circumstances, so that the copyright information can be added or the material in question can be removed.

## E. Contact Us

If you have any questions or concerns about the City of Shoreline Social Media Policy or its implementation, or if you find incorrect information or are interested in seeking permissions that fall outside of the guidelines above, please contact the City's Webmaster.