



CITY OF CLEVELAND

Mayor Frank G. Jackson

City of Cleveland Social Media Policy

**Mayor's Office of Communications
October 2012**

City of Cleveland

Social Media Policy and Guidelines for Public Use

The City of Cleveland is participating in social media formats to reach a broader audience, disseminate information and interact with residents and other stakeholders.

We encourage your comments, your ideas and your suggestions through our social media sites and look forward to an active exchange of ideas. This is a place for collecting suggestions, sharing new ideas and providing constructive criticism relevant to City programs, services, projects, issues, events or activities. All viewpoints are welcome, but comments should remain relevant to the topic at hand, not use profanity, not make unsupported allegations, and should not include spam. Anonymous posting will not be permitted on City of Cleveland social media sites.

Social media sites are not to be used to report criminal activity or emergencies. If you have information for law enforcement, please contact your local police agency. Additionally, City of Cleveland social media sites will not constitute an official form of communication for legal notice, specific requests for service, public records requests, registering a complaint, or filing a claim.

Members of the media are asked to send questions to the City of Cleveland Press Office through their normal channels and refrain from submitting questions here as comments. Reporter questions will not be posted or answered.

Public records: Any content maintained in a social media format which is related to City business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure.

The City of Cleveland retains the discretion and reserve the right to remove and/or not allow comment(s) to be posted. The City of Cleveland reserves the right to modify this policy at any time and all modifications will be posted. Continued use of a City of Cleveland Social Media site following the posting of any modification signifies acceptance of such modification.

Thank you for taking the time to review the City of Cleveland Social Media policy. The following guidelines explain the City's policy in further detail.

I. Posts and Comments

- a. All posted content (comment, photos, links, etc) must be related to the article or post regarding City programs, services, projects, issues, events or activities. If the social media site has an “Off Topic” feature, comments may be posted as long as they conform to the comment policy.
- b. City of Cleveland social media sites will not constitute an official form of communication for legal notice, specific requests for service, public records requests, registering a complaint, filing a claim, or to report criminal activity.
- c. Members of the media are asked to send questions to the City of Cleveland Press Office through their normal channels and refrain from submitting questions here as comments. Reporter questions will not be posted or answered.
- d. City of Cleveland social media content and comments containing any of the following are not allowed. Posts containing any of these elements will be removed:
 - i. Profane language or content;
 - ii. 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;
 - iii. Sexual content or links to sexual content;
 - iv. Encouragement of illegal activity;
 - v. Information that may compromise the safety or security of the public or public systems;
 - vi. Posts and comments that promote or advertise private or commercial services, entities or products; and,
 - vii. Comments that endorse or oppose any political candidate or ballot proposition.

II. References, Links and Embedded Content Policy

- a. Any references or links to a specific entity, product, service or organization posted by individuals on the City of Cleveland’s social media sites should not be considered an endorsement by the City of Cleveland or its departments or employees.
- b. The City of Cleveland does not review, sponsor, or endorse any other websites linked to this website. The views and opinions of authors, expressed on those websites do not necessarily state or reflect the opinion of the City of Cleveland and may not be quoted or reproduced for the purpose

of stating or implying any endorsement or approval of any product, person, or service.

- c. The City of Cleveland is not responsible for the content that appears on these external links.
- d. The City of Cleveland is not responsible for and does not guarantee the authenticity, accuracy, appropriateness, nor security of the link, external web site or its content, unless the link goes directly to the City of Cleveland website.
- e. The City of Cleveland reserves the right to delete links posted by individuals that violate the City's social media policy.

III. Public Records

- a. Subject to certain statutory exceptions, most documents and records maintained by the City of Cleveland, including but not limited to electronic records, are public records under Ohio law.
- b. Any content maintained in a social media format which is related to City business, including but not limited to a list of subscribers, posted comments, and information submitted for posting, may be a public record subject to public disclosure.
- c. Records Retention:
 - i. Records will be maintained for the required retention period in a format that preserves the integrity of the original record and is easily accessible using the approved City social media platform and tools.
 - ii. Content submitted for posting that is deemed not suitable for posting by a City of Cleveland moderator, shall be retained pursuant to the records retention schedule along with a description of the reason the specific content is deemed not suitable for posting.

IV. Privacy

- a. All users of the City of Cleveland social media sites are subject to the site's own privacy policy. The City of Cleveland has no control over a third party's privacy policy or their modifications to it.
- b. To protect your own privacy and the privacy of others, please do not include personal information, such as your Social Security number, phone numbers or email addresses in your comment.

V. Copyright Policy

- a. The City retains copyright on all text, graphics and other content that was produced by the City of Cleveland and is found on the social media site.
- b. Any use of the City of Cleveland seal or logo is prohibited without the express written permission of the City of Cleveland.
- c. Third Party Copyright: Content that violates a legal ownership interest of any other party or copyright should not be posted or submitted in any form without permission of the rights holder. Any person redistributing information subject to a third party copyright via the City's social media sites must adhere to the terms and conditions of the third party copyright holder.

VI. Disclaimers

- a. The City of Cleveland does not guarantee that any information posted by members of the public, or employees who are not designated as content providers is correct and it assumes no liability for any inaccuracies, loss or damage resulting from reliance on any such information posted on this website by any unauthorized person(s).
- b. The City of Cleveland does not guarantee that the social media sites will be uninterrupted, permanent or error-free.
- c. The City reserves the right to modify this policy at any time.