

Public Social Media Policy and Guidelines

The purpose of the City of Alexandria's ("the City") social media channels and web sites is to present matters of public interest in the City for its many residents, businesses and visitors.

The City's social media channels and web sites are a place for collecting suggestions and new ideas and to encourage conversations among the people it serves. While we encourage people to share thoughts and opinions on our pages and engage with us, we do expect it to be done in a respectful manner.

Please note that our social media channels and web sites are both monitored and/or moderated for appropriateness according to guidelines established based on industry-wide best practices and liability concerns.

COMMENTS

We expect conversations to follow the rules of polite discourse, and we ask that participants treat each other, as well as our employees, with respect. For the benefit of robust discussion, we ask that comments remain "on-topic." This means that comments posted must relate to the topic that is being discussed and/or congruent with the nature of the social media channel or web site and its nature of business or service.

We will not allow comments that include:

- profanity, obscenity and/or vulgar or abusive language;
- personal attacks of any kind;
- threats of physical or bodily harm;
- advocating an illegal activity;
- sensitive information (for example, information that could compromise public safety);
- hate speech — offensive comments containing terms that target or disparage any ethnic, racial, religious or other groups;
- off-topic comments (if you have topics you'd like to hear more about, please suggest them by submitting e-mail to socialmedia@cityofalex.com. If you have off-topic comments that are relevant to the City of Alexandria or one of its departments or agencies, please send us an e-mail as well;
- questions from the media;
- infringement or violation of existing copyrights or trademarks;
- spam, or commercial or non-commercial promotion of a business, service or political organization or individual;
- identical posts by the same user (please don't submit over and over expecting the post to show up faster), multiple users (a group of people sending identical

messages, or one person submitting under different aliases); in the case of identical posts, we will post only the first submission;

If comments containing any of the above-listed restricted content are posted, the City reserves the right to “hide” submissions that violate any of the above-stated restrictions. (No posts are deleted according to Louisiana Public Records laws.)

Please note that the comments expressed by community members on any City social media channel or web site do not reflect the opinions and position of the City government or its officers and employees.

The City of Alexandria neither agrees with nor endorse comments individuals post on our pages. External, non-City links do not constitute any official endorsement on behalf of the City of Alexandria. All links posted as comments on the City’s social media channels will be reviewed and may be removed as well.

Repeated violations of the City of Alexandria’s comment policy may cause the author to be blocked from the City’s social media profiles.

If you have any questions, please contact socialmedia@cityofalex.com.

PRIVACY AND SECURITY

To protect your own privacy and the privacy of others, please do not include personally identifiable information, such as, the following: social security numbers, phone numbers or e-mail addresses in the body of your comment or post. If you do voluntarily include personally identifiable information in your comment or post, your comment may or may not be removed. If your comment is posted, the City holds no liability in the release of this information.

The City will make its best effort to remove any posts that contain personally identifiable information posted by you or other members of the community. In some cases, you have the option of posting comments anonymously, but if you opt not to, any information, including your login name, may be displayed on the site.

Being followed by the City, or an entity of the City, does not imply endorsement of any kind. If you follow any City social media channel or web site or account, we may or may not follow you back or join your group or network. Being followed by a City agency does not imply endorsement of any kind.

ADVERTISING

‘The City does not accept advertising on its social media channels or websites, nor does it allow the promotion or endorsement of any business or other entity. The City may, however, provide information about resources available to the community.

AVAILABILITY

All City social media channels and web sites are managed by staff or sanctioned agents of the City during regular business hours Monday through Friday, 8:30 a.m. to 5:00 p.m.

Comments or questions submitted after hours or on weekends may be read by staff members or its authorized agents the next business day. Social media channels and web sites may occasionally be unavailable, and we accept no responsibility for lack of service due to downtime.
