



City of Mountlake Terrace Social Media Site Policies July 14, 2011

I. Privacy Policy and Disclaimer

Social media tools allow the City of Mountlake Terrace to share information and facilitate greater community engagement in alignment with the City Council's goals. Social media use shall comply with applicable City policies, the Mountlake Terrace Municipal Code, and state and federal law.

Individuals who visit the City of Mountlake Terrace social media sites accept the City's social media site policies (hereafter referred to as "Policies"). The City of Mountlake Terrace reserves the right to modify these policies as necessary.

The City's social media sites are administered by the City of Mountlake Terrace, but the content on the sites is not entirely controlled by the City. The City does not endorse any link or advertisements on its social media sites placed by the site owners or their vendors or partners.

The City of Mountlake Terrace utilizes social media sites to provide information about City events, issues, programs, and services. The City of Mountlake Terrace assumes no liability for any inaccuracies these social media sites may contain and the city does not guarantee that the social media sites will be error-free, permanent, or uninterrupted.

The City reserves the right to implement or remove any functionality of its social media sites. This includes, but is not limited to, information, articles, pictures, videos or any other form of communication that is posted on a City social media site.

II. Posts Policy

Please note communications made through social media will in no way constitute a legal or official notice or comment to the City or any City official or employee of the City for any purpose. To make a public records request, contact the Public Records Officer at (425) 776-1161, ext. 2113 or cityhall@ci.mlt.wa.us.

City social media sites are limited public forums, moderated by City of Mountlake Terrace staff, to ensure content posted by outside users is appropriate. The comments and opinions expressed

by the network (friends, fans and followers) are theirs alone and do not reflect the opinions of the City of Mountlake Terrace or its employees.

The following is prohibited content on City social media sites:

- a. Comments not topically related to the particular post being commented upon;
- b. Posts and comments that promote or advertise commercial services, entities or products;
- c. Comments that promote or opposes any person campaigning for election to a political office or any ballot propositions, which are prohibited under state law (RCW 42.52.180);
- d. Post and comments that promote, foster or perpetuate 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;
- e. Posts and comments that include vulgar, offensive, threatening or harassing language;
- f. Obscene or sexual content or links to obscene or sexual content;
- g. Illegal activity or encouragement of illegal activity;
- h. Information that may tend to compromise the safety or security of the public or public systems;
- i. Comments from children under 13 cannot be posted in order to comply with the Children's Online Privacy Protection Act. By posting on a City social media site, users acknowledged that they are at least 13 years old. Those younger than 13 years old may email the City instead;
- j. Content that violates a legal ownership interest of any other party;
- k. Anonymous posts; or
- l. Posts and comments that refer substantively or discuss a quasi judicial matter pending before the Hearing Examiner, City Council and/or Boards and Commissions.

The City of Mountlake Terrace reserves the right to restrict or remove any content that is deemed to be in violation of its Policies or any applicable law.

Prohibited content may be removed immediately and retained as required under the Public Records Act and described in these Policies.

III. Copyright Protections

All information and materials generated by the City of Mountlake Terrace and provided on City social media sites are the property of the City of Mountlake Terrace. The City retains copyright on all text, graphic images and other content that was produced by the City of Mountlake Terrace and found on the page. Copies of information and material may be printed for noncommercial use, provided the copyright symbol or other such proprietary notice is intact on any copyrighted materials that are reproduced. Please include a credit line reading: "Credit: City of Mountlake Terrace Facebook (or Twitter or YouTube) Page" or "Courtesy of City of Mountlake Terrace."

Commercial use of text, City logos, photos and other graphics is prohibited without the express written permission of the City of Mountlake Terrace. Use of the City logo is prohibited for any nongovernmental purpose. Any person reproducing or redistributing a third party copyright must adhere to the terms and conditions of the third party copyright holder. If a copyright holder notifies the City of Mountlake Terrace that it did not use an appropriate credit line the Community Relations Director shall request detailed information about the circumstances so that the copyright information can be added or the material in question can be removed.

IV. Contact Information

For questions or comments about the City of Mountlake Terrace Social Media Policies, please contact the City's Community Relations Director. For general inquiries, you may also email the city at cityhall@ci.mlt.wa.us.

Contact:
Virginia Olsen
City Clerk/Community Relations Director
volsen@ci.mlt.wa.us
(425) 744-6206