

The City appreciates comments and interaction from residents and visitors alike. The City will be courteous and professional in our postings and ask that the community do the same. Reasonable and responsible dialogue for opposing views is encouraged. The City is not responsible for settling disagreements between users, nor will a comment be removed solely at the request of a user. All posts and comments shall be subject to review by a City SMA prior to being posted on any City-managed social media page.

The City reserves the right to not post and/ or delete or hide content or comments that:

- Contain a personal attack, insult, racial slur or any other derogatory term or defames any person or organization.
- Is off-topic and unrelated to the original post.
- Uses foul language or is sexually explicit, including "masked" profanity or promotes hate or discrimination of any kind.
- Is spam, including any advertising of commercial services or products encourages or promotes illegal activity or violates any local, state or federal law Contains private or personal information.
- Endorses or opposes any candidates, political parties, or a particular stance on a ballot measure or specific legislation.
- Is reported as abuse.
- Contains random or unintelligible text.

¹Therefore, any comments made by an employee that relates to the City shall clearly include a statement that the comment is the employee's opinion and is not made on behalf of the City and does not represent the opinion of the City.

- Compromises the safety or security of the public or public systems or violates a legal ownership interest of any other party.
- Contains images, videos or links to sites that do not conform to these guidelines or infringes or violates existing copyrights or trademarks.
- Contains viruses or computer code or contains an irrelevant, spam, or "dead" hyperlink.

Anyone commenting or joining the City's social media platform(s) must be an identified person or entity. Comments or joiners with hidden identities will be deleted.

Participants may be banned or blocked from the City's social media platform(s) after two (2) violations of the community guidelines.

A. Expectations

The City understands that social media is a 24/7 medium; however, our moderation capabilities are not. City staff may not see every inappropriate comment right away and must rely on the maturity of our community to ignore personal attacks and negative speech or respond politely. If a user posts a comment that requires a response, it will be answered within two business days between 8:30 a.m. and 4:30 p.m. A posted comment (which could be in the form of text, image, video or hyperlink) is the personal opinion of the original author, not of the City of Alpena, and publication of a comment does not imply endorsement or agreement by the City of Alpena.

B. Responsibilities

The City of Alpena is not responsible for any "related," "promoted" or "sponsored" ads that are accessible on any other social media platforms.

Additionally, in no way should it be construed that advertisements or community comments reflect the opinions or position of the City of Alpena government, its officials, officers, volunteers, or employees.

C. Privacy

The City of Alpena does not collect, maintain, or otherwise use personal information stored on any third-party site in any way other than to communicate with users on that site. Users may remove themselves at any time from the City's "friends" or "fan" lists. Users should be aware that third party websites have their own privacy policies and follow these policies accordingly.

To protect your own privacy and the privacy of others, please do not include personally-identifiable information, such as, but not limited to: Social Security numbers, utility account numbers, phone numbers or email addresses in the body of your comment or post. Please do not include personally identifiable information in your comment or post.

This comment policy may be revised at any time to ensure its continued use is consistent with its intended purpose as a limited forum.