



## **Downtown Spokane | Social Media Policy**

### **Downtown Spokane Partnership | Business Improvement District**

#### **Purpose**

This policy establishes policies for the establishment and use by the Downtown Spokane Partnership (“DSP”) and Business Improvement District (BID) of social media sites (including but not limited to Facebook and Twitter) as a means of conveying Downtown Spokane information to its citizens.

The intended purpose behind establishing DSP social media sites is to disseminate information from Downtown Spokane, about Downtown, to its citizens, ratepayers, members and visitors.

The DSP has an overriding interest and expectation in deciding what is “spoken” on behalf of Downtown on DSP social media sites.

For purposes of this policy, “social media” is understood to be content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media include Facebook, blogs, RSS, YouTube, Twitter, LinkedIn, Instagram, Pinterest, and Flickr. For purposes of this policy, “comments” include information, articles, pictures, videos or any other form of communicative content posted on a Downtown Spokane Partnership social media site.

#### **General Policy**

1. The establishment and use by any DSP employee of Downtown social media sites are subject to approval by the DSP President or his/her designees. All DSP social media sites shall be administered by Downtown Spokane Partnership staff.
2. Downtown social media sites shall make clear that they are maintained by the Downtown Spokane Partnership and that they follow the DSP’s Social Media Policy.
3. Wherever possible, Downtown social media sites shall link back to the official DSP website for forms, documents, online services and other information necessary to conduct business with the DSP.
4. A designated coordinator will monitor content on Downtown social media sites to ensure adherence to both the Social Media Policy and the interest and goals of the DSP.
5. The DSP reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law. Any content removed based on these policies must be retained by the department's coordinator for a reasonable period of time, including the time, date

and identity of the poster, when available. The department shall follow the requirements of the Downtown's document retention policy for retaining content.

6. These requirements must be displayed to users or made available by hyperlink.
7. The DSP will approach the use of social media tools as consistently as possible, enterprise wide.
8. The DSP's website at [www.downtownspokane.org](http://www.downtownspokane.org) will remain the primary and predominant internet presence.
9. All Downtown social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
10. Comments on topics or issues not within the purview of the DSP may be removed.
11. Employees representing the DSP via Downtown social media sites must conduct themselves at all times as a representative of the Downtown and in accordance with all Downtown policies.
12. This Social Media Policy may be revised at any time.
13. The DSP does not endorse any links or advertisements on its social media sites placed by the site owners, their vendors or partners.

## **Comment Policy**

1. As a nonprofit entity the Downtown must abide by certain standards to serve all its constituents in a civil and unbiased manner.
2. The intended purpose behind establishing DSP social media sites is to disseminate information from Downtown Spokane, about Downtown, to its citizens, ratepayers and visitors.
3. Comments containing any of the following inappropriate forms of content shall not be permitted on DSP social media sites and are subject to removal and/or restriction by the coordinator or his/her designees, or Downtown's IT staff:
  - Comments not related to the original topic, including random or unintelligible comments;
  - Profane, obscene, violent, or pornographic content and/or language;
  - Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin;
  - Defamatory or personal attacks;
  - Threats to any person or organization;
  - Solicitation of commerce from business not located in the downtown BID or Downtown Core, including but not limited to advertising of any business or product for sale;
  - Conduct in violation of any federal, state or local law;
  - Encouragement of illegal activity;
  - Information that may tend to compromise the safety or security of the public or public systems; or
  - Content that violates a legal ownership interest, such as a copyright, of any party.
4. A comment posted by a member of the public on any DSP Social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the DSP, nor do such comments necessarily reflect the opinions or policies of the DSP.
5. The DSP reserves the right to deny access to DSP social media sites for any individual, who violates the DSP's Social Media Policy, at any time and without prior notice.
6. The Marketing Communications Coordinator shall monitor social media sites for comments requesting responses from the DSP and for comments in violation of this policy.
7. When a DSP employee responds to a comment, in his/her capacity as a DSP employee, the employee's name and title should be made available, and the employee shall not share personal information about himself or herself, or other DSP employees.

8. All comments posted to any DSP site are bound by Facebook's Statement of Rights and Responsibilities, located at [www.facebook.com/terms.php](http://www.facebook.com/terms.php) and the Downtown Spokane Partnership reserves the right to report any violation of Facebook's Statement of Rights and Responsibilities to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.