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JohnstownCO.gov

Social Media Policy

Social Media Disclaimer:

The Town of Johnstown (“Town”) uses public-facing social media channels as a public service to engage residents and create a respectful, informative, and inclusive online community. This policy outlines guidelines for engagement with the Town’s social media to ensure a positive experience for all.

The Town’s social media channels include but are not limited to Facebook, Instagram, and X (formerly Twitter). The Town’s social media channels are monitored by the Town’s Communications staff. Externally posted comments on authorized Town channels are allowed. Comments made by the public to these sites are reviewed and subject to the Town’s policies and guidelines. The Town does not endorse and disclaims liability for comments, advertisements, videos, or content provided by any external individual or organization. The responsibility for external content or comments rests with the organization and/or individual(s) providing them. Any inclusion of external content or comments does not imply endorsement by the Town.

Social Media User Policy:

The Town welcomes and encourages comments, questions, and other user-generated content from our residents and visitors. The Town reserves the right and will hide/remove materials from Town social media channels when those comments/materials, at the Town’s sole determination and discretion, are:

- Entirely off-topic or link to material that is off-topic to a specific post or thread.
- Profane, obscene, pornographic, or sexually explicit.
- False or misleading.
- Harassing, hateful or mean-spirited,
- Compromising or potentially compromising to an ongoing criminal investigation.
- Threats of violence, personal attacks, insults, profanity, hate speech, or name-calling.
- Plagiarized material or material that violates intellectual property rights.
- Potentially libelous, slanderous, or defamatory.

The Community that Cares

- Private, personal information published without consent and could potentially be used to perpetuate identity fraud.
- Made by a person masquerading as someone else.
- In violation or potential violation of any law.
- Conduct or encouragement of illegal activity.
- Information that may compromise the safety and security of the public or public systems.
- False, vicious, or malicious statements concerning any employee.
- Unsolicited business proposals and/or endorsements/promotion of commercial services, products or entities including spam.
- Embedded images from external sources.
- Endorsements of political parties, candidates or groups including campaign materials promoting or opposing an individual in an election for political office.
- Discriminatory based on race, creed, color, age, religion, gender, sex, gender identity or expression, marital status, status regarding public assistance, national origin, disability, pregnancy, covered medical condition, sexual orientation, military or veteran status, or any other basis protected by federal, state, or local law.

The foregoing list is not exclusive, and the Town reserves the right to remove comments, materials or posts that the Town, at its sole determination and discretion, deems to be inappropriate. The Town's oversight or failure to remove any comment, material or post shall not be interpreted as approval or endorsement of the content by the Town, its officials, agents or employees, nor shall it be construed as a determination by the Town, its officials, agents, or employees, that the comments or materials are appropriate and do not include the type of content listed above. The Town reserves the right to terminate an individual or organization's ability to post comments/materials on or otherwise participate in the Town's social media channels when the individual/organization has posted any of the above-listed inappropriate comments/materials.

The Town will notify the poster within 24 hours of the decision to hide/remove a post and/or block the individual from any Town social media channel. Any individual/organization who has had comment removed or been blocked from any Town social media channel may appeal the Town's decision by submitting a request for review in writing to the Town's Communications Department at communications@johnstownco.gov.

Comments and postings on the Town's social media channels are typically reviewed within 24 to 48 hours after posting. Visitors to the Town's social media channels may report content violations

by submitting a report via the social media platform's messaging service or to the Town's Communications Department at communications@johnstownco.gov.

Users of Town social media channels participate at their own risk, taking personal responsibility for their comments, username and any information provided. Except for comments by an account administrator, any comment or material posted on a Town social media channel is the opinion of the poster only and does not necessarily reflect the opinions or policies of, or endorsement by, the Town. The responsibility of external content or comments rests with the individuals or organizations providing them. If an entry includes a link to another website, the Town does not verify or endorse the authenticity, accuracy, appropriateness or security of the link, site or content linked thereto. The Town urges users to exercise caution when accessing any unfamiliar site.

The Town disclaims responsibility and assumes no liability for:

- Positions taken by users of the Town's social media channels;
- Any misstatement, misunderstanding or losses, directly or indirectly, suffered on the part of the users of the Town's social media channels;
- Advertisements, videos, promoted content or comments accessible from the Town's social media channels; or
- Damages incurred directly or indirectly as a result of the Town's social media channels, including, but not limited to, those arising from errors, omissions or discrepancies.

Posts made on the Town's social media channels concerning public business or quasi-judicial matters will not be added to a public meeting packet or public hearing record. All posts on the Town's social media sites are considered open records under the Colorado Open Records Act, C.R.S. §§ 24-72-200.1 et. seq., and may be disclosed by the Town in accordance with the laws of the State of Colorado. The Town reserves the right and may choose to reprint comments or materials posted on the Town's social media channels. Comments and materials posted on the Town's social media channels may be archived.

No communication to the Town through its social media channels shall be deemed to constitute legal or official notice for any purpose.

The Town reserves all other rights, regardless of whether stated herein.

This policy will be periodically reviewed and updated as needed. By following these guidelines, visitors contribute to a positive and constructive online environment, fostering a sense of community and collaboration on the Town's social media platforms. Using and posting to the Town's sponsored social media sites means users agree to all the terms contained herein.

If you have any questions or would like to report a violation of this policy, please contact the Town by calling (970) 587-4664 or emailing communications@johnstownco.gov.