

Social Media Policy

Purpose

Social media provides a valuable and timely way for the Romeo Downtown Development Authority (Romeo DDA) to disseminate information about the DDA and promote news, events, projects, and services. In keeping the Romeo Downtown Development Authority's mission "correct and prevent deterioration, promote historic preservation, implement development and improvement plans, and promote economic growth in downtown Romeo," the overarching purpose of social media used by the Romeo DDA is to deepen our connection with our business community, residents, customers, visitors and the Great Michigan community.

Definition of Social Media

Social Media is defined as any web application, site, or account created and maintained by the Romeo Downtown Development Authority which allows users to share or obtain information. The Romeo DDA's social media sites are not intended to be traditional public forums for the general exchange of ideas and viewpoint, but a limited forum for promoting downtown-related information, growth and recruitment. The Romeo DDA's social media sites include, but are not limited to, Facebook, Website, Twitter, Youtube, and Instagram.

Management of Romeo DDA Accounts:

1. The Executive Director of the Romeo DDA will manage all Social Media accounts with oversight, as needed, from the Board Chair.
2. The Executive Director and Board Chair will have Admin rights to all accounts. Both parties will have access to publish posts and have access to reply to comments and messages.
3. If for any reason any Social Media account passwords needs to be changed, both parties will communicate prior to any changes made. New passwords will be documented and filed.
4. The Executive Director should fact check, cite sources, avoid copyright infringement, present balanced views, acknowledge and correct errors, and correct grammar and spelling before posting.
5. The Executive Director and Board Chair will be required to sign the Property Agreement policy document.
6. All content is subject to being edited or deleted by the Executive Director.
7. Negative comments or messages will be handled by the Executive Director and Board Chair.

Admin Responsibilities:

1. Conduct themselves in a professional manner representing the Romeo DDA.
2. Be informative and helpful to the intended audience.
3. Advocate for the Romeo DDA and all things downtown related.
4. Credit original sources if they are borrowed from an external source.
5. When possible, direct posts back to the Romeo DDA website and use appropriate branding.
6. Avoid being offensive or argumentative.
7. Avoid discussing budgets, patron information, internal communications, or employee information.

Usage Rules

The Romeo Downtown Development Authority welcomes the comments and messages of the community, and recognizes and respects differences in opinion. However, all comments and messages are subject to review.

Content containing any of the following will be removed from the Romeo DDA social media forum:

- Obscene comments or hate speech
- Personal attacks, insults, or threatening language
- Private or personal information, including contact information
- Potentially libelous statements
- Falsification of identity
- Copyright, trademarked, or plagiarized materials
- Comments or messages in violation of laws or the Romeo DDA policies
- Comments, links, or information unrelated to the purpose of the forum

- Spam, or other commercial, political, or proselytizing messages, or solicitation of funds

The Romeo DDA is not responsible for, or liable for, any content posted by any participant in a Romeo DDA social media forum who is not a member of the Romeo DDA staff. Users should have no expectation of privacy in postings on the Romeo DDA's sponsored social media forums; by using the Romeo DDA's social media sites, you consent to the Romeo DDA's right to access, monitor, and read any postings on those sites. Users must understand that social media is permanent, retrievable, and public.

Postings Outside District:

All postings outside of the Romeo DDA must have a supportive and/or participatory relationship. Approved postings are made at the discretion of the Executive Director and/or Board Chair.

Permissible links include, but not limited to;

- Village of Romeo contracting agencies
- Governmental entities sites operated by a 501c3
- Special purpose events i.e. Hospitals, Cultural, and Human Services organizations
- Community Festival and events within the downtown areas and open to the general public
- Fundraising organizations collaborating with the downtown businesses
- Special event entertainers and vendors

Employee Personal Use of Social Media

The Romeo DDA's employees have the same right to self-expression enjoyed by members of the community as a whole when discussing matters of public concern. As public employees, the Romeo DDA's staff are cautioned that speech made pursuant to official duties is not protected speech under the First Amendment and may form the basis for discipline if deemed a violation of any policy of the Romeo DDA. Employees should keep in mind the following best practices when posting content about Romeo DDA-related subjects and issues on personal time.

1. If you identify yourself as an employee of Romeo DDA, make it clear that the views expressed are yours alone and do not represent the views of the Romeo DDA.
2. Employees are prohibited from making official public comments on personal social media accounts referencing a Romeo DDA incident, policy, service change, or employee and are prohibited from sharing confidential information.
3. No comments with any kind of mocking, negative, condescending slant should be made.
4. Employees may share Romeo DDA's social media posts through their own social media as a means to positively promote the Romeo DDA.
5. The Romeo DDA does not endorse, monitor, or review content of personal non-Romeo DDA-related social media activity of its employees.

Approved by the Romeo DDA Board of Directors on March 7, 2022