



**Proposed Guidelines for
DeWitt Downtown Development Authority
Facebook Pages**

For the purpose of these guidelines the two pages the DDA administers are:

1. Downtown Dewitt (<https://www.facebook.com/downtowndewitt>)
2. Dewitt Farmers Market (<https://www.facebook.com/dewittFM>)

The intended purpose behind establishing these DDA Facebook pages is to disseminate information from the DDA, about the DDA District, to its citizens.

The City of DeWitt has an overriding interest and expectation in deciding what is “spoken” on behalf of the DDA on the DDA Facebook pages.

Downtown DeWitt page will primarily be used to convey:

1. Historical facts, pictures and videos about the downtown
2. Current events, events and activities occurring in the downtown
3. Cross-promotion of the DeWitt Farmer’s Market
4. Contests that are being conducted by the DDA and the winners
5. Promotion of DDA district businesses and organizations.

Dewitt Farmers Market page will primarily be used to convey:

1. Information and events about the market
2. Times and dates of the market
3. Live music performances
4. Promotion of vendors
5. Pictures and videos of the market
6. Cross-promotion of the Downtown Dewitt Page

The DDA Coordinator will monitor content on the page to ensure adherence to both the DDA’s Facebook Policy and the interest and goals of the City of DeWitt. At least one DDA board member shall also be a site administrator. In addition, the City of DeWitt’s Administrative Assistant is also an administrator for back-up purposes, but in general will not post to the sites. Additional site administrators may be appointed.

All City social media sites shall adhere to applicable federal, state and local laws, regulations and policies.

Any content maintained in a social media format that is related to City business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure.

The City reserves the right to restrict or remove any content that is deemed in violation of this Policy or any applicable law. Any content removed based on these guidelines will be retained by the DDA Coordinator for a reasonable period of time, including the time, date and identity of the poster, when available.

Employees representing the City government via City social media sites must conduct themselves at all times as a representative of the City and in accordance with all City policies.

Comment Policy

Comments containing any of the following inappropriate forms of content shall not be permitted on the Downtown Dewitt page and are subject to removal and/or restriction by the DDA Coordinator or his/her designees:

1. Comments not related to the original topic, including random or unintelligible comments;
2. Profane, obscene, violent, or pornographic content and/or language;
3. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin;
4. Defamatory or personal attacks;
5. Threats to any person or organization;
6. Comments in support of, or in opposition to, any political campaigns or ballot measures;
7. Conduct in violation of any federal, state or local law;
8. Encouragement of illegal activity;
9. Information that may tend to compromise the safety or security of the public or public systems; or
10. Content that violates a legal ownership interest, such as a copyright, of any party.

These guidelines must be displayed to users or made available by hyperlink.

This Social Media Policy may be revised at any time.