

As we've shared here before, the Town of Apple Valley welcomes public discussion on our social media posts. It is the very purpose of this medium, to inform and dialogue on local issues and events.

However, as a public entity the Town must abide by certain standards to serve all its constituents in a civil and unbiased manner. The intended purpose behind establishing Town social media sites is to disseminate information from the Town, about the Town, to its citizens.

While we certainly enjoy encouragement and support of our hard work, we also welcome disagreement and criticism of the Town and its decisions and actions. Government is established to be a representation of the people, of its residents. We understand and embrace this. When necessary, we invite our residents to interject and offer their perspectives and opinions and even their dissent.

However, under no circumstances can we allow

We strive to make this a safe place for our residents to find information and interact in a civic and neighborly way. Simply, this is a public forum, not a personal Facebook page, and decorum is expected and appreciated.

When persons abuse this privilege or harass other users, their comments will be removed and may lead to a temporary suspension of the user from engaging on the Town's social media platforms.

By doing so we have not prohibited a person's freedom of speech or their right to redress their government. Residents can always communicate directly to the Town Council or staff. We have not removed this fundamental right.

Such restrictions are simply to keep this online space an enjoyable experience for all involved.

To ensure this remains a safe space, comments containing any of the following inappropriate forms of content shall not be permitted on Town of Apple Valley social media sites and are subject to removal by the Public Information Officer or his/her designees:

- a. Comments not related to the original topic, including random or unintelligible and off-topic or misleading comments, websites, or graphics that are aimed to detract from an overall positive experience or lead to potentially dangerous external internet links;
- b. Profane, obscene, or pornographic content and/or language;
- c. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin;
- d. Defamatory or personal attacks, including harassment, baiting, fighting, name calling, false accusations
- e. Threats to any person or organization;
- f. Comments in support of, or in opposition to, any political campaigns or ballot measures;
- g. Solicitation of commerce, including but not limited to advertising of any business or product for sale;

- h. Conduct in violation of any federal, state or local law;
  - i. Encouragement of illegal activity;
  - j. Information that may tend to compromise the safety or security of the public or public systems;
  - k. Content that violates a legal ownership interest, such as a copyright, of any party.
  - l. Redundant or repetitive comments, with the same or similar content posted multiple times under various posts.
  - m. Unsolicited photos, videos or external links.
2. A comment posted by a member of the public on any Town 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 Town of Apple Valley, nor do such comments necessarily reflect the opinions or policies of the Town of Apple Valley.
  3. The Town reserves the right to deny access to Town social media sites for any individual who violates the Town's Social Media Policy, at any time and without prior notice.
  4. All comments posted to any Town of Apple Valley Facebook site are bound by Facebook's Statement of Rights and Responsibilities, located at <http://www.facebook.com/terms.php>, and the Town of Apple Valley 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.

When formal complaints or reports are necessary, we invite our residents and followers to use official tools we offer to report legitimate items of concern here:

[www.applevalley.org/government/government-outreach](http://www.applevalley.org/government/government-outreach)