

City of Rockville Social Media Policy

Approved: 11-04-2024

Definitions and Scope:

Social media refers to any digital content created by the City of Rockville and shared via a social platform or online process designed to facilitate simple and streamlined communication between users. Social media platforms that the City of Rockville may use include Facebook, X (formerly Twitter), Instagram, NextDoor, YouTube and Pinterest.

Comments refer to any digital content, information, links, images, videos, or any other form of communicative content posted in reply or response to content originating from a City of Rockville social media platform.

User refers to any member of the public who views or interacts with City of Rockville social media accounts in any manner.

Purpose:

As part of Rockville's commitment to transparency and civic engagement in government, social media tools are used to share accurate and timely information with the public and residents of the City of Rockville. Social media accounts may also be used as marketing and promotional channels for events and other city-sponsored affairs.

City of Rockville Social Media Accounts:

Visit www.rockvillemd.gov/connections for an up-to-date list of official social media accounts run by the City of Rockville. The City of Rockville website, www.rockvillemd.gov, remains the city's primary and predominant way to share information with the public.

Commenting Policy:

The City of Rockville shares information, images and video with the public through external social media websites. Comments made by the public to these sites are reviewed and moderated by City of Rockville employees. The City of Rockville reserves the right to delete comments without notice that include:

- The use of obscene or threatening language
- Link to malware, sexual or pornographic content
- Comments advocating or inciting illegal activity
- Content that violates a legal ownership right or interest including without limitation, a copyright, trademark or patent.
- Defamatory or false statements of fact that damages a person's reputation

Terms of Service:

Information (text, photos, videos, etc.) posted by employees or by the public to social media sites maintained by or representing the City of Rockville are also subject to the terms of service of the host site and may be used by the host site for their own purposes.

Social media sites are third party sites and have terms of service and policies that are not governed by the City of Rockville. The terms of services for the social media sites used by the City of Rockville can be found below:

- **Facebook** – www.facebook.com/legal/terms
- **Instagram** – www.instagram.com/legal/terms
- **Pinterest** – www.pinterest.com/about/terms
- **X (formerly Twitter)** – www.x.com/tos
- **YouTube** – www.youtube.com/t/terms
- **NextDoor** – https://nextdoor.com/member_agreement/

Terms of Use and Disclaimer:

1. No content posted by the public to social media sites maintained by or representing the City of Rockville shall represent the policies or directives of the City of Rockville, or the opinions, policies or directives of the city government, or its officers, board members or employees.
2. Any content posted on a social media site maintained by or representing the City of Rockville may be subject to the Maryland Public Information Act, and therefore may be subject to public disclosure. Any claims made regarding social media sites maintained by or representing the City of Rockville shall be governed by Maryland law.
3. Any person posting to social media sites maintained by or representing the City of Rockville hereby consents to the authority of the Maryland state courts and venue in Montgomery County, Maryland.
4. By providing content on a social media site maintained by or representing the City of Rockville, you agree that you have no expectation of privacy in the information provided.
5. The City of Rockville is not responsible for and does not endorse any links embedded in content posted.
6. Content posted on social media does not circumvent or supersede the City of Rockville's normal business practices or processes. For example, responses to requests for proposals, invitations for bid, or other competitive procurements are not properly submitted via social media. Content submitted to social media is not legal notice to the City of Rockville.
7. The City of Rockville reserves the right to modify this policy at any time.
8. The City of Rockville assumes no liability for any content posted on social media and shall not be liable for any damages of any kind resulting from the use of or inability to use, the content on, or the operation of the social media sites maintained by or representing the City of Rockville.

9. Any person posting to social media sites maintained by or representing the City of Rockville shall indemnify and hold the City of Rockville harmless for all claims resulting from that person's use of social media sites maintained by or representing the City of Rockville, its operation, and/or its contents.
10. The City of Rockville makes no representations, guarantees or warranties and denies all warranties, express or implied, regarding the social media's operation or that any content posted by individuals is correct, and shall not be liable for any errors or omissions, loss or damage of any kind incurred because of reliance on the use or operation of the social media site, or any content posted thereon.
11. Any person posting content to city-owned social media platforms warrants and represents that he or she either owns or otherwise controls all the rights to the content posted, and shall indemnify and hold the City of Rockville harmless for all claims resulting from such content.
12. The City of Rockville does not guarantee the accuracy of city information and content shared on social media by other individuals, organizations, elected officials or staff.
13. The sharing of city content by other organizations or individuals does not necessarily constitute an endorsement from the City of Rockville.

Retention Policy:

All social media postings and content are subject to the Maryland Public Information Act. Public Information Act Requests can be submitted via an online form, learn more at www.rockvillemd.gov/mpia.

Media Inquiries:

Questions or media inquiries regarding the City of Rockville's social media activity should be directed to the Director of Communication at 240-314-8105 or pio@rockvillemd.gov.