



**City of Greenville  
Social Media Policy - External**

Approved By:                      City Manager  
   Public Information Officer  
   IT Manager

Effective Date:                      March 10, 2010  
1<sup>st</sup> Revision:                              September 29, 2010  
2<sup>nd</sup> Revision:                              September 26, 2012

**PURPOSE**

In an effort to communicate with a larger audience, the City of Greenville, Texas maintains various types of social media applications. By accessing these applications, you are agreeing to the terms and conditions as stated below.

**FACEBOOK**

You can like the City of Greenville's Facebook pages at:

**City of Greenville, Texas**  
[www.facebook.com/CityOfGreenvilleTX](http://www.facebook.com/CityOfGreenvilleTX)

**City of Greenville, Texas Parks & Recreation**  
[www.facebook.com/GreenvilleTexasParks](http://www.facebook.com/GreenvilleTexasParks)

**City of Greenville – Library**  
[www.facebook.com/GreenvilleTXLibrary](http://www.facebook.com/GreenvilleTXLibrary)

**Greenville Municipal Auditorium**  
[www.facebook.com/ShowtimeAtTheGMA](http://www.facebook.com/ShowtimeAtTheGMA)

The City of Greenville intends to promote effective communication and maintain a respectful dialogue. In that spirit, the rules for posting external comments on Facebook are intended to maintain a productive and open forum for community discussion. Our moderators use these rules to ensure that posted comments are constructive and suitable for all readers, while respecting a range of opinions and points of view. Moderation will take place during the City of Greenville's normal business hours. Posted information and comments on City of Greenville Facebook pages must comply with the following regulations:

- Comments must be civil and may not contain slanderous, libelous, malicious, offensive, threatening, profane, or insulting language.
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation are not permitted.
- References to the personality of individuals, personal attacks, or potentially libelous statements are not permitted.
- Advertising or promotional announcements are not permitted.
- Comments must be within the scope of the topic under discussion.
- Comments cannot include personally identifiable information, such as an address, phone number, social security number, or other sensitive information.
- Comments of a sexual nature or links to sexual content are not permitted.
- Comments cannot represent a person other than the one posting the comment.
- Comments containing links to other web sites or pages must be relevant to the topic.
- Comments cannot serve electoral campaign purposes. Political messages will not be published except for announcements of City elections or voter encouragement campaigns.
- Comments encouraging illegal activity are not permitted.
- Solicitations of commerce are not permitted.
- Participants are responsible for what they post. Comments must not breach any law, confidentiality, or copyright.

The administrator/moderator may remove any and all postings and comments at the administrator/moderator's sole discretion.

Comments by external parties on City of Greenville Facebook pages are not official public testimony concerning any project or program. An opinion expressed on a City of Greenville Facebook page is posted for discussion only and is not a substitute for a formal statement in a public hearing process. The City of Greenville does not necessarily agree with content posted by a person or persons who likes a City of Greenville Facebook page. Nothing in any Facebook page constitutes a binding representation, agreement, or an endorsement on the part of the City of Greenville. The City of Greenville will delete any comment that violates this agreement and users will be blocked and/or reported to Facebook. In addition to this agreement anyone who also violates **Facebook Terms and Conditions** will be reported to Facebook and blocked from the City of Greenville's Facebook pages. The City of Greenville's Facebook accounts are hosted by Facebook. Therefore in addition to this agreement, said accounts are also governed by a separate **Privacy Policy** and **Statement of Rights and Responsibilities**.

## TWITTER

You can follow the City of Greenville, Texas, on Twitter at [www.Twitter.com/GreenvilleTX](http://www.Twitter.com/GreenvilleTX). The City of Greenville does not follow users who follow us on Twitter and therefore, we cannot receive “Direct Messages” on Twitter.

The City of Greenville’s Twitter account is maintained and monitored by the Public Information Officer and other City of Greenville staff. The City of Greenville will not respond via Twitter to press inquiries or other citizen matters. While we hope you will follow us on Twitter, we are unable to respond to questions on Twitter. If you have a question, concern or comment, we encourage you to visit [www.ci.greenville.tx.us](http://www.ci.greenville.tx.us).

The City of Greenville does not necessarily agree with content posted by Twitter followers. Nothing in any Twitter page constitutes a binding representation, agreement or an endorsement on the part of the City of Greenville. The City of Greenville will block and/or report any Twitter follower as spam to Twitter, who violates any of the **Twitter Rules**.

The City of Greenville’s Twitter account is hosted by Twitter. Therefore in addition to this agreement, said account is also governed by a separate **Privacy Policy** and **Terms of Service**.

## YouTube

The City of Greenville has a YouTube channel at [www.youtube.com/CityofGreenvilleTX](http://www.youtube.com/CityofGreenvilleTX), which is maintained and monitored by the Public Information Officer and other City of Greenville staff.

The City of Greenville intends to promote effective communication and maintain a respectful dialogue. In that spirit, the rules for posting external comments on YouTube are intended to maintain a productive and open forum for community discussion. Our moderators use these rules to ensure that posted comments are constructive and suitable for all readers, while respecting a range of opinions and points of view. Moderation will take place during the City of Greenville’s normal business hours. Posted information and comments on the City of Greenville’s YouTube channel must comply with the following regulations:

- Comments must be civil and may not contain slanderous, libelous, malicious, offensive, threatening, profane, or insulting language.
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation are not permitted.
- References to the personality of individuals, personal attacks, or potentially libelous statements are not permitted.

- Advertising or promotional announcements are not permitted.
- Comments must be within the scope of the topic under discussion.
- Comments cannot include personally identifiable information, such as an address, phone number, social security number, or other sensitive information.
- Comments of a sexual nature or links to sexual content are not permitted.
- Comments cannot represent a person other than the one posting the comment.
- Comments containing links to other web sites or pages must be relevant to the topic.
- Comments cannot serve electoral campaign purposes. Political messages will not be published except for announcements of City elections or voter encouragement campaigns.
- Comments encouraging illegal activity are not permitted.
- Solicitations of commerce are not permitted.
- Participants are responsible for what they post. Comments must not breach any law, confidentiality, or copyright.

The administrator/moderator may remove any and all postings and comments at the administrator/moderator's sole discretion.

Comments by external parties on City of Greenville's YouTube channel are not official public testimony concerning any project or program. An opinion expressed on a City of Greenville YouTube channel is posted for discussion only and is not a substitute for a formal statement in a public hearing process. The City of Greenville does not necessarily agree with content posted by a person or persons who comments on a City of Greenville YouTube channel. Nothing on any City of Greenville YouTube channel constitutes a binding representation, agreement, or an endorsement on the part of the City of Greenville. The City of Greenville will delete any comment that violates this agreement and users will be blocked and/or reported to YouTube.

The City of Greenville's YouTube channel is hosted by YouTube. Therefore, in addition to this agreement, said channel is also governed by a separate [Privacy Policy](#) and [Terms of Service](#).

## **OTHER**

Comments, advertisements and other postings that may appear on social media sites when a City of Greenville site is viewed does not imply, endorsement of or agreement by, the City of Greenville, nor do such comments, advertisements or other postings necessarily reflect the opinions or policies of the City of Greenville.