

## **City of Sterling Heights Social Media Terms of Use**

Thank you (the “user”) for being a fan of the City of Sterling Heights’ social media channels. Sterling Heights proudly participates in social media in order facilitate the exchange of City information and to better serve its residents. The Community Relations Department operates and populates social media sites as part of its overall mission of outreach to the Sterling Heights community. These means of technology-based communication provide the City with yet another outlet for reaching Sterling Heights businesses and residents with vital information about their local government. At the same time, social media sites have an interactive feature that provides the City with constructive feedback that is invaluable when evaluating whether City services and programming are meeting their objectives. As such, our goal is to share information with as many businesses and residents about the City as possible and our policy is to accept the majority of comments made to our social media profiles.

With that said, the City of Sterling Heights requires that all users of any of the City’s social media profile pages conduct themselves civilly – and shall not use any inappropriate language or comments that could be deemed as hate speech, abusive, discriminatory, inflammatory, profane, likely to incite violence or hatred, likely to offend or humiliate others based on race, religion ethnicity, gender, age, sexual orientation or any physical or mental disability, threatening, defamatory, libelous, invasive of another’s privacy, or lewd comments. In addition, users may not post nude, lewd, violent, threatening graphic pictures or GIFs on any of the City’s social media profiles pages.

Further, the City assumes no responsibility for the content of comments posted by users and does not endorse any opinions posted by third parties. Any external, non-City links, posted on the City’s social media profile sites shall not constitute an endorsement on behalf of the City, and the User acknowledges that accessing those sites may subject the user to the terms and conditions of those sites.

***To ensure the City’s social media sites function as intended and to prevent misuse, the City of Sterling Heights reserves the right, but not the obligation, at our sole discretion, to:***

- Block any user, terminate access to the website or profile page, and edit or remove comments if the content posted is deemed as harassing, threatening, potentially libelous, false, misleading, incites violence or hatred, likely to offend, insult or humiliate others based on race, religion, ethnicity, gender, age, sexual orientation or any physical or mental disability, obscene, offensive, pornographic, vulgar, profane or otherwise inappropriate, or violates or infringes any copyright, registered trademark or intellectual property rights;

- Block any user, terminate access to the website or profile page, and edit or remove comments if the content posted is deemed as advancing personal, financial, and/or political agendas.
- Block any user, terminate access to the website or profile page, and edit or remove comments if the content posted promotes private businesses, the sale or promotion of products, political affiliations, ideologies or positions, or any other third-party advertisements, or constitutes “junk mail”, “spam”, “chain letters”, “pyramid schemes”, or any other material that contains business solicitations.
- Use comments posted on our page in any manner, including — but not limited to — publication in online or in print, along with information identifying you as the author, including full name and/or Facebook screen name;
- Retain and disclose submitted content if required by law to do so;
- Change these terms or impose new conditions on our page’s use at any time.
- Comments having links to sites which do not conform to these terms will be removed.

***By using our page, you represent and agree that:***

- You have read and agree to abide by the aforementioned conditions;
- You are the owner of any material you post and any materials, ideas or other communications you transmit will not be treated as confidential or proprietary and may be disclosed by the City of Sterling Heights at our discretion;
- The materials you post will not violate the rights of nor cause injury to others, including people and entities; and,
- You will indemnify and hold harmless the City of Sterling Heights from and against any liability arising from such materials.

We understand that social media is a 24/7 medium; however, our moderation capabilities are not. City personnel may not see every inappropriate comment right away, and we are trusting in the maturity of our digital community to ignore personal attacks and negative speech or respond politely, until those inappropriate posts or comments can be removed.

Please contact Community Relations Director Melanie Davis at  
[mdavis@sterlingheights.gov](mailto:mdavis@sterlingheights.gov) if you have any questions.