

City of Cambridge Social Media Policy

The Social Media Policy for the City of Cambridge (“Policy”) is set forth below. The Policy applies to the following social-media platforms, as well as any other platforms the City of Cambridge may establish for public information or citizen discussion:

- <https://www.facebook.com/CityofCambridgeMD>
- <https://www.facebook.com/CambridgePD>
- <https://www.facebook.com/pine.street.399>
- <https://twitter.com/cambridgemd1>
- <https://twitter.com/cambridgempd>
- <https://www.instagram.com/city.of.cambridge.md>
- https://www.instagram.com/cambridge_md_police
- <https://www.youtube.com/channel/UCqICrSw4Iw1apupx2h0pHbw>

PURPOSES: The social-media platforms listed above are established by the City of Cambridge or by City departments under the authority of the City of Cambridge to promote and disseminate information regarding public announcements, City policies, City initiatives, public events, and other matters of public interest that relate directly or indirectly to the City of Cambridge. These pages provide limited public forums for discussion with and among users about the posted public announcements, City policies, City initiatives, public events, and other matters of public interest.

Conversations and questions related to matters posted are encouraged within comments, messages, retweets, and other communications. The City of Cambridge, its staff, or other individuals appointed to manage these social-media accounts, and those that may be established at a future date, may review the comments, messages, retweets, and other communications on all its social-media platforms. The City of Cambridge does not discriminate based on viewpoint, but does reserve the right to remove comments, messages, and retweets for violating the terms of this Policy.

COMMENTS: In order to facilitate the above-stated purposes of the social-media platforms operated by the City of Cambridge, comments, messages, retweets, and other communications may be removed for containing, linking to, or constituting:

- Conduct in violation of any federal, state, or local law
- Conduct or encouragement of criminal or other illegal activity
- Content that promotes, fosters, or perpetuates discrimination on any legally-protected classes including, but not limited to, race, religion, national origin, age, familial status, pregnancy, sex, sexual orientation, gender identity, physical or mental disability, genetic information, or military or veteran status
- Confidential information including, but not limited to, social security number; driver’s license number, state identification card number, or other individual identification

number issued by a state or local governmental unit; passport number or other identification number issued by the United States government; Individual Taxpayer Identification Number; financial or other account number, credit card number, or debit card number that, in combination with any required security code, access code, or password, would permit access to an individual's account

- Hateful, violent, or threatening content or unlawful harassment
- Nudity, indecent, sexual, or sexual harassment content
- Profane or obscene language or content
- Fraudulent information
- Information that compromises the safety or security of the public or public systems
- Content that threatens or defames any person, group, or organization
- Making or publishing of false or malicious statements concerning any employee, the City, or its operations
- Comments not topically related to, or out of context to, the particular article or post
- Matters unrelated to governmental concerns
- Content that violates a legal ownership interest, ongoing investigation, or legal or administrative proceeding of any other party
- Disruptive or repetitive content
- Copyrighted or trademarked material used in violation of any applicable laws and regulations
- Confidential or private information that may serve to personally identify an individual, subject to any applicable statutory prohibition
- Advertisements or promotions for commercial products and services
- Malicious computer hardware or software

Questions or concerns about specific employees should generally be referred to the City Manager. Any violation of law or threat of violence may be forwarded to the Cambridge Police Department or to other law enforcement for investigation. The Cambridge City Manager and/or the Police Department may be reached via the City website "Contact Us" section at www.choosecambridge.com.

RULES: The following rules apply across City of Cambridge social-media platforms:

- Removed content may be saved in the form of screenshot, transcription, or other digitized fashion
- Users in repeated violation of this Policy may be temporarily or permanently restricted from accessing or commenting on City of Cambridge social-media platforms
- To contest the restriction of access to a City of Cambridge social-media platform, the restricted user must submit to the City Manager a written request for reinstatement, including details regarding any restriction, and grounds for reinstatement. Requests shall be addressed in a timely fashion. Access shall be restored if a determination is made that grounds for reinstatement are sufficient.

- Users may report comments, messages, retweets, or other communications believed to be in violation of this Policy. Any response to any comment, message, retweet, or other communication shall be made in compliance with this Policy or may be determined to be in violation of this Policy.
- The City of Cambridge shall make notice of changes to this Policy as they occur.

USER-GENERATED CONTENT: The City of Cambridge is not responsible for user-generated comments, messages, retweets, or other communications on City of Cambridge social-media platforms. No user-generated comments, messages, retweets, or other communications should be construed as endorsed by the City of Cambridge. No materials intended to remain private should be published on or to a City social-media account by a user with an expectation that such material will remain private.