

RESOLUTION 2015-03

A RESOLUTION AMENDING THE COMMUNICATIONS POLICY

WHEREAS, the Tega Cay City Council did adopt a Communications Policy on July 16, 2012; and

WHEREAS, this policy was implemented to address the use of the City's website, electronic message board and other communication avenues; and

WHEREAS, the popularity and use of social media has advanced significantly in recent years; and

WHEREAS, social media has become a valuable tool for the City to share information of public interest; and

WHEREAS, the attached policy is an updated Communication Policy governing the use of the City's website, electronic message board, information channel and social media by the City and members of the public.

NOW, THEREFORE BE IT RESOLVED by the Mayor and Council of the City of Tega Cay do hereby amend the Communications Policy and include the Social Media Policy for the City of Tega Cay, SC, attached hereto and incorporated by reference.

Approved this 18th day of May 2015.

SIGNED:



George Sheppard
George Sheppard, Mayor

Jennifer Stalford
Jennifer Stalford, Mayor Pro Tempore

Dottie Hersey
Dottie Hersey, Council Member

Chris Landvik-Larsen
Chris Landvik-Larsen, Council Member

Ron Kirby
Ron Kirby, Council Member

ATTEST:

Charlie Funderburk
Charlie Funderburk, City Manager

Certificate of Adoption

I hereby certify that the foregoing is a true copy of the resolution passed at the regular meeting of the City Council of the City of Tega Cay, South Carolina, held on the 18th day of May, 2015.

Sylvia Szymanski

Sylvia Szymanski
Municipal Clerk

Communications Policy

The City's communication avenues are provided as an information source for public use. The City of Tega Cay strives to present information which is accurate and maintain the integrity of the avenues utilized. The information is subject to periodic updates, revisions, deletions and additions without prior notice. Material provided is gathered from many sources. The City of Tega Cay is not responsible for errors or omissions contained in the information and makes no representations as to accuracy of the information.

WEBSITE

Conditions of Use

By visiting City of Tega Cay's website, users agree that they will not use the site for any unlawful activity, or use it in any way that would violate the terms and conditions of use. Any use of City websites shall comply with all City of Tega Cay and South Carolina laws and regulations as well as with all federal laws and regulations. Unauthorized attempts to upload information or change information on City websites are strictly prohibited and may be punishable under state law and federal statutes including the Computer Fraud and Abuse Act of 1986 and the National Information Infrastructure Protection Act.

Any use of the materials stored on the City's websites is prohibited without the written permission of the City of Tega Cay. The City of Tega Cay retains all intellectual property rights including copyrights on all text, graphic images, and other content. This means that the following acts or activities are prohibited without prior, written permission from the City of Tega Cay: 1) modify and/or re-use text, images, or other web content from a City server; 2) distribute the City's web content; or 3) "mirror" the City's information on a non-City server.

Privacy Statement

We will not collect personal information about a website user when the City website is visited unless an individual chooses to provide information voluntarily. We do not give, share, sell, or transfer any personal information to a third party, unless we are legally required to do so. We analyze user traffic patterns on the City's website from information that is automatically provided by a user's browser when the site is visited. This information includes the IP address of computers or networks, the date, time, and page visited, the user's browser and operating system, and the referring page (the last web page visited before clicking on a link to the City's site). We use the aggregated information from all of visitors to measure server performance and improve the content of the site. We also track the keywords that are entered into search engine services to measure interest in specific topics.

The City of Tega Cay uses linking and searching capabilities to navigate publicly available information from many websites that are not part of the City's website. The privacy policies and procedures described here will not apply to those external sites. We suggest contacting these sites directly if you want information on their data collection and distribution policies.

External Linking Policy

The City of Tega Cay views the provision of links to external websites as a public service that can benefit its citizens and other site visitors. Overall, the City's website should provide useful information and reflect a positive image of Tega Cay, SC. The City of Tega Cay will select links to the external websites to the extent the links help support these goals. In establishing and maintaining its official website, the City does not intend to create any forum or other means for public discourse. Rather, the sole and limited purpose of the permitted external links is to provide information about the City for residents, businesses and visitors.

The City has created several online calendars for the purposes of notifying the public when different meetings and events occur. The City will at all times maintain a calendar that is specific for City managed or City sponsored public meetings and Community events that are run by, or on behalf of, the City. The City may also maintain a public calendar that lists events and gatherings open to the public. The City makes no claim that the information on the calendars listing non-City sponsored events are accurate or current. The information that is provided on that calendar is supplied to the City by the organization hosting the event.

At no time will the City post any event information that is sponsored by or serving a campaign for elected office or other types of political events.

The City does not endorse or provide preferential treatment to any third party websites or associated organizations or persons. Since the City does not control third party websites, it does not warrant that third party websites are accurate or reliable or that they have operational links. The user acknowledges and agrees that the City of Tega Cay is not liable in any way for the content, accuracy, reliability, viewpoints, policies, or products provided by these external resources.

In order to avoid the appearance of City endorsement of political content, links shall not be made to sites that are associated with, sponsored by or serving a campaign for elected office, any political party or organization supporting or seeking to defeat any candidate for elective office or ballot proposal.

It is the City's policy to limit external links to the following entities and organizations:

1. Chamber of Commerce, Neighborhood Associations and/or Visitors Bureau;
2. Other governmental agencies;
3. Hospitals;
4. Museums, libraries, historical organizations, attractions and similar kinds of established, bona fide organizations that provide resources and activities for residents and visitors of the City;
5. Public and private, bona fide educational institutions;
6. Entities and organizations whose primary purpose is to provide the location, telephone number, and/or description of tourism events in the City of Tega Cay.
7. Public Utilities and public transportation entities.
8. Entities that the City has an existing formal, contractual relationship with through direct funding or co-partnership on programs.
9. Churches in the immediate Tega Cay area

Entities and organizations wishing to establish external links on the City's websites must submit a request to the City Manager, which shall contain all information necessary to verify the facts stated and as may be necessary to establish that the proposed link complies with this policy.

The City of Tega Cay's website will not provide links to:

- Sites associated with, sponsored by, or serving a campaign, for elected office.
- Sites promoting illegal activities.
- Sexually explicit sites.
- Sites containing information that violates any of the City's affirmative action or equal opportunity policies.

The City of Tega Cay reserves the right, at any time and without notice, a) To determine which links to provide on its website; b) Deny a link that does not meet the criteria set forth in this policy; c) Deny or discontinue an external link at any time if the website provides or promotes

false, slanderous, illegal, infringing or incorrect information; d) Remove any external link if the nature of the organization to which the link relates no longer complies with the City's external link policy; e) Revise this policy without prior notice when the City considers such revision to be in its best interests.

Links may be made to City websites, but we ask the following criteria be met:

1. Do not create frames around the City's website or use other techniques that alter the visual presentation of the City's websites.
2. Do not imply that the City is endorsing an individual, product or service.
3. Do not imply an affiliation between a company and the City without the prior written consent of the City.
4. Do not misrepresent relationships with the City or present false or misleading impressions about City services.
5. Sites should not contain materials that may be interpreted as distasteful or offensive and must be appropriate for all age groups.
6. Sites shall use a text hyperlink only and shall not use any official City logo or other image.

The City of Tega Cay shall have no responsibility or liability for any content appearing on an external website. The City may amend these Linking Conditions at any time. By linking to the City's website, the individual agrees to abide by these Linking Conditions and other legal terms and conditions on the website, as amended from time to time. All terms and conditions related to the use of the official City of Tega Cay website will be construed according to the laws of the State of South Carolina, United States of America, without regard to its conflict of law provisions.

Electronic Message Board and City Information Channel

The City's Electronic Message Board and Cable Information Channel are provided as information distribution sources for the general public. The City of Tega Cay strives to maintain the integrity of these communication venues and to present information which is accurate. The information is subject to periodic updates, revisions, deletions and additions without prior notice. Material provided on these venues is gathered from many sources. The City reserves the right to edit information based on content size constraints. Notices of City Events, City Council Meetings and Public Hearings/Forums shall take precedence over any other information.

Only the following items will be displayed on the City Information Channel:

1. Videos of City Meetings
2. Public Service Announcements
3. Videos produced and provided by the Ft. Mill School District or their assignee
4. Information regarding Community Events sponsored in whole or in part by the City
5. Calendar of City Council sponsored meetings, public meetings/forums intended for residents of the entire Community
6. Information pertaining to the School District or FMSD schools within the City limits
7. Information pertaining to the City or residents of the City by other government entities or regulatory agencies
8. Information regarding City services or amenities owned and/or operated by the City

9. Any other information as determined by City Council at a public meeting that is in accordance with the Franchise Agreement adopted by Comporium Communications and the City of Tega Cay

Only the following items will be displayed on the City's Electronic Message Board:

1. Notices of Public Hearings, Public Forums, and City Council Meetings
2. Notices of Community Events sponsored in whole or in part by the City
3. "Welcome Home" greetings of any Tega Cay resident returning from active duty service with the US Military as requested in writing to the City Manager
4. Congratulatory remarks for Tega Cay residents receiving achievements/awards at the County, State or Federal level or Youth Sports All-star Teams for winning District or State Tournaments
5. Notices of City Office Closures
6. Any regulatory information (ex. Water Restrictions, etc.)
7. Emergency Information such as road closures, Amber Alerts, severe weather and water service interruptions, etc.
8. Notices for Voting Precincts/City Elections
9. Notices of Registration information for City programs
10. Any other information as determined by City Council at a public meeting

Social Media

The purpose of the City's social media sites is to present matters of public interest within Tega Cay, to its residents, businesses and visitors. The use of social media sites is not intended to serve as the City's primary source of notifications or communication. The City intends to promote effective communication through the use of social media including, but not limited to, Facebook, Twitter and other sites the City deems effective in accomplishing the above mentioned purpose. In that spirit, the rules for posting external comments on the social media sites are intended for moderators to ensure that posted comments are constructive and suitable for all readers, while respecting a range of opinions and points of view.

Social media sites are created for the sole purpose of serving public interests within the City's community. Anyone using a social media site, will, by doing so, accept, agree and understand that there is no legal liability to the City as a result of any posting or comment on a Social media site and all persons using the Social media sites agree to fully hold the City harmless for any content, postings, comments or interpretations conveyed about any content, postings or comments which occur on social media sites administered by the City.

The City reserves the right to delete submissions that violate this policy. All posted information and comments on the City's social media sites must comply with the following rules and regulations:

- Comments and posted content must be civil and may not contain slanderous, libelous, malicious, offensive, threatening, profane, or insulting language.
- Comments or posted 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.

- Comments or posted content that references the personality of individuals, personal attacks, or potentially libelous statements are not permitted.
- Advertising or promotional announcements are not permitted.
- Comments and posted content must be within the scope of the topic under discussion.
- Comments and posted content cannot include personally identifiable information, such as an address, phone number, social security number or other sensitive information.
- Comments or posted content of a sexual nature or links to sexual content are not permitted.
- Comments and posted content cannot represent a person other than the one posting the comment.
- Comments or posted content containing links to other web sites or pages must be relevant to the topic.
- Comments and posted content cannot serve electoral campaign purposes. Political messages will not be published except for announcements of City elections or voter encouragement campaigns.
- Comments or posted content encouraging illegal activity are not permitted.
- Solicitations of commerce are not permitted.
- Participants are responsible for what they post. Comments and posted content must not breach any law, confidentiality, trademark or copyright.
- The administrator/moderator may remove any and all postings and comments at the administrator/moderator's sole discretion.

Any opinions, views, or content that is posted to the social media sites by a third or external party do not represent or demonstrate the position of, policies of or the opinions of the City; the City does not support, have responsibility for or possess any ownership in any content generated externally but posted to the City's Social media sites.

The City will delete any comment or posting that violates the guidelines outlined above, and users may be blocked and/or reported to the applicable owner of the social media site. In addition, users that violate social media site terms and conditions may be reported to the applicable social media site and blocked from the City's Social media sites.

The City respects the intellectual property of others and we ask users of our Social media sites to do the same. In accordance with the Digital Millennium Copyright Act ("DMCA") and other applicable law, the City has adopted a policy of terminating, in appropriate circumstances and in the City's sole discretion, users who are deemed to be repeat infringers. The City may also, in its sole discretion, limit access to the City's social media sites and/or block users who infringe intellectual property rights of others. If you believe that any material on a social media site infringes upon any copyright which you own or control, or that any link on a social media site directs users to another website that contains material that infringes upon any copyright which you own or control, you may file a notification of such infringement with our designated agent as set forth below. Notifications of claimed copyright infringement must be sent to the City's designated agent for notice of claims of copyright infringement.

If you have any questions concerning the operation of the City's social media sites, please contact City Hall.

External Link Website Request Form

Name of Entity: _____

Contact Name: _____

Address: _____

Phone Number: _____ Fax Number : _____

Email: _____

Website: _____

Type of Entity: _____

(Example: non-profit, government, private, etc.)

Referring to the City's External Link Policy, what criteria does your organization or entity meet to qualify for having a hyperlink from the City of Tega Cay's website (reference #1-8)?

I acknowledge the conditions of the City of Tega Cay External Link Policy.

Signature: _____

Entity Name: _____

Date: _____

| | |
|-----------------|-------|
| For Staff Use: | |
| Approval: _____ | _____ |
| Signature | Date |
| Denial: _____ | _____ |
| Signature | Date |