

City of BP Social media policy

The City of Brooklyn Park on social media

Purpose

The City of Brooklyn Park's presence on social media is intended to disseminate information concerning the City's mission, meetings, events, activities, programs, services, and current issues to members of the public. In addition, the City's use of social media provides opportunities to inform and engage with residents, businesses, and internal and external community members. Our social channels are meant to be a welcoming place for every Brooklyn Park community member.

Ownership

The City of Brooklyn Park's social media accounts are not officially owned by the city. They are third-party platforms in which the City has no control over how each platform uses personal data provided by users, however the City of Brooklyn Park does not personally collect, utilize or distribute personal data of any kind. The City advises members of the public to refrain from including personal information online, for best practices.

Please note that the City maintains no control over the social media accounts of elected officials or City staff. In addition, comments expressed on the City's social networking sites do not reflect the opinions or positions of the City of Brooklyn Park, its employees, or elected officials.

Privacy

The City welcomes discussion and questions and seeks to maintain an environment that is civil and appropriate for all ages. All social media accounts managed by the City are moderated and reserves the right to hide or delete comment(s) that include:

- Profanity or hate speech.
- Personal attacks of any kind
- Advertisements or solicitation
- Deceptive or misleading content
- Promotion of illegal activity
- Comments that are off topic in response to a particular post
- Inappropriate content or suspicious links
- Information that may compromise the safety or security of the public or public systems
- Spam
- Political organization

Shared Content

The City of Brooklyn Park may occasionally share content from other social media pages, profiles or websites that provide additional information in support of the City's goals. General posts may also include external links that are provided for the conveniences of users however the accuracy, currency or reliability of externally sourced content are not created or in the responsibility of the City.

Liking and sharing

The City of Brooklyn Park also follows the social media pages of local partners, governments, agencies, groups, and individuals that we think can help promote our mission, vision, programs and events. The follows in no way mean that we condone all and every post these people or groups make. Our decision to "like/comment/ share/retweet" or follow a particular person, organization, or group, does not imply endorsement of any kind. Our content is also intended to be shared, and users are encouraged to share content it finds relevant or interesting.