



## Friends of the Roc City Skatepark Social Media Policy

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### Purpose

The Friends of the Roc City Skatepark, Inc. welcomes interaction on social networking platforms, and invites comments, posts, and messages while recognizing and respecting differences of opinion. The purpose of the Friends of the Roc City Skatepark, Inc. Social Media Policy is to define social media; specify the target audience of this social media; and, clarify related policies regarding social media.

### Definition

Social media includes, “forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).” Friends of the Roc City Skatepark, Inc. social media platforms included in this policy are as follows: the Friends of the Roc City Skatepark, Inc website (roccitypark.org); Facebook; Instagram; Twitter; YouTube; and, LinkedIn.

### Target Audience

The two main target audiences of Friends of the Roc City Skatepark, Inc’s social media are people from:

1. The metropolitan Rochester, New York community; and,
2. Beyond metropolitan Rochester, New York interested in learning more about the Roc City Skatepark to plan a visit.

### Confidentiality

Due to terms and conditions of social media platforms, the Friends of the Roc City Skatepark, Inc. cannot guarantee user privacy when interacting with the Friends of the Roc City Skatepark, Inc. on social media and users must practice discretion when interacting with any Friends of the Roc City Skatepark, Inc.’s social media platform.

### Requests to Add Content to Friends of the Roc City Skatepark, Inc.’s Website or Social Media Platforms

The Friends of the Roc City Skatepark, Inc’s website and social media platforms provide links to external websites and social media accounts to support the Friends of the Roc City Skatepark, Inc.’s mission. Visitors to those sites and accounts are advised to check the privacy statements and be cautious about providing personally-identifiable information without a clear understanding of how the information will be used. Non-Friends of the Roc City Skatepark, Inc. parties may suggest or request links, but inclusion and placement of all external links will be at the sole discretion of the Friends of the Roc City Skatepark, Inc.

### Usage Rules

When users choose to comment or share content on the Friends of the Roc City Skatepark, Inc.’s social media platforms, they agree to do so with responsibility and respect for the Friends of the Roc City Skatepark, Inc.’s mission. When commenting, users should:

- Communicate with respect and be considerate of others;
- Act legally and ethically; and,
- Protect their own privacy.



The Friends of the Roc City Skatepark, Inc. reserves the right to remove content or comments containing any of the following from any Friends of the Roc City Skatepark, Inc. social media platform.

- Obscene content or hate speech (any speech that degrades others 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).
- Personal attacks, insults, or threatening language.
- Private or personal information, including phone numbers and addresses, or requests for personal information.
- Potentially libelous statements.
- Falsification of identity.
- Plagiarized material.
- Comments, links, or information unrelated to the purpose of the forum.
- Spam or other commercial, political, or religious messages unrelated to the Friends of the Roc City Skatepark, Inc. or its social media postings.
- Solicitation of funds.
- Any images, links, or other content that falls into the above categories.

The Friends of the Roc City Skatepark, Inc. reserves the right to ban or block users who have posted in violation of this policy. In addition, users must abide by the terms and conditions set by third party social media platforms as well as follow appropriate Federal and State Law. The Friends of the Roc City Skatepark, Inc. requests that individual user complaints be addressed directly to Friends of the Roc City Skatepark, Inc.'s e-mail ([roccitypark@gmail.com](mailto:roccitypark@gmail.com)) so they can be addressed quickly and specifically. The Friends of the Roc City Skatepark, Inc. is not responsible or liable for any content posted by any participant on a Friends of the Roc City Skatepark, Inc social media platform who is not a board member of the Friends of the Roc City Skatepark, Inc.

### **Acceptance of Terms**

By following the Friends of the Roc City Skatepark, Inc. on any social media platform or using the Friends of the Roc City Skatepark, Inc's website, you signify that you agree to the Friends of the Roc City Skatepark, Inc's Usage Rules.

### **Staff Responsibilities**

Only people authorized by the Friends of the Roc City Skatepark, Inc. Board of Directors will maintain Friends of the Roc City Skatepark, Inc. social media platforms in a manner that aligns with the organization's mission. No person shall use the Friends of the Roc City Skatepark, Inc. social media platforms for commercial promotions, spamming, or political activity.

Adopted by the Friends of the Roc City Skatepark, Inc. Board of Trustees: 12/02/2020.