Florence Downtown Development Corp.

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**FLORENCE DOWNTOWN DEVELOPMENT CORP.**

**SOCIAL MEDIA COMMENT POLICY**

The Florence Downtown Development Corp. welcomes comments on the Downtown Florence and affiliated downtown special event social media outlets.

The purpose of these sites is to present matters of public interest in Downtown Florence to our many residents, businesses, and visitors, build community, develop brand awareness for Downtown Florence, highlight collaborators, identify people or businesses who contribute to the success of our program, and drive users to our digital assets. Topics include latest news, Downtown-related special events, programs, and services. We encourage users to submit questions, comments, and concerns, but please note that all Downtown Florence social media outlets are moderated online discussion sites and not public forums. Once posted, FDDC and its agents or designees reserve the right to delete or hide the following inappropriate content from its social media pages:

* Comments that are off topic
* Profane, obscene, violent, or pornographic content
* Content that promotes, fosters, or perpetuates harassment or discrimination on the basis of race, creed, color, age, religion, gender, or national origin
* Defamatory comments or personal attacks
* Comments in support of, or in opposition to, any political campaigns or ballot measures
* Solicitation of commerce from businesses outside of Downtown, including but not limited to advertising businesses not located downtown, services, or products for sale
* Conduct which violates federal, state, or local laws
* Advocacy or encouragement of illegal activity
* Contains personal identifying information or medication information (FDDC recommends that users retain from sharing such information on social media outlets)
* Content which infringes on the intellectual property rights of a 3rd party

Please note that comments may be subject to disclosure in accordance with the South Carolina Freedom of Information Act. Comments made by users expressed on social media sites do not reflect opinions or positions of the Florence Downtown Development Corp., the City of Florence, or its council members or employees.

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 Scott Collins, Chairman Date

 Florence Downtown Development Corp. Board