



City Of Everett Social Media Policy

(Adopted on 3/9/2026)

Community Standards and Terms of Use

1. **Purpose.** This policy establishes guidelines for the use of social media by the City of Everett (the “City”) and sets the terms for public engagement on official City of Everett social media sites.
2. **Public Records.** The City’s social media accounts, including comments made by the public and posted to those accounts, are subject to the Massachusetts Public Records Law (M.G.L. ch. 66, § 10).
3. **Terms of Use.** By engaging with City social media accounts (ex. leaving a comment on a City social media post), you agree to the following terms:
 - a. All posts, comments, and direct messages sent to the City are considered public records and will be retained and if applicable, disclosed, in accordance with law.
 - b. The City’s social media accounts operate under the First Amendment and constitute a limited public forum restricted to topics regarding City business, services, and official communications.
 - c. The City reserves the right to hide user-generated content that violates the First Amendment, such as:
 - i. Content that is obscene based on contemporary community standards;
 - ii. Defamatory or fraudulent content;
 - iii. Content that is directed to incite or produce imminent lawless action and is likely to incite or produce such action;
 - iv. Content that is likely to provoke the average person to retaliation, and thereby cause a breach of the peace;
 - v. True threats that communicate a serious expression of an intent to commit an act of unlawful violence to a particular individual or group of individuals; and/or
 - vi. Content used as an integral part of conduct in violation of a valid criminal statute.
 - d. The City also reserves the right to hide content that violates a legal ownership interest of any other party (such as, but not limited to, copyright), or which is off-topic and not related to City-generated content.
 - e. City social media accounts are not moderated, nor are they constantly monitored.
 - f. Do not use social media to report an emergency or crime. Instead, please call 911.

