



KNOXVILLE/KNOX COUNTY METROPOLITAN PLANNING COMMISSION POLICIES FOR MPC SOCIAL MEDIA ENVIRONMENT

I. Purpose and Response

The intended purpose for MPC's social media content is to provide relevant and timely information. Some tools may also serve as a forum for courteous public discussion of relevant planning issues. Persons submitting comments should not expect a direct response from MPC. For comments that require a direct response, users should contact MPC staff by phone at (865) 215-2500 or by email at contact@knoxmpc.org.

At its sole discretion, MPC may elect to disable features or capabilities, or alter or discontinue the use of any social media tool at any time.

II. Standards for Acceptable Comments

MPC reserves the right to delete unacceptable postings and may, at its discretion, block users for frequent or egregious violations. Postings containing any of the following forms of content shall not be allowed:

- A. Profane, violent, hateful, or obscene language or content;
- B. Libelous or defamatory content;
- C. Content that constitutes a personal attack or is intended to intimidate or harass;
- D. Content that misrepresents the commenter's identity or affiliation or impersonates others;
- E. 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, political affiliation, or sexual orientation;
- F. Sexual content or links to sexual content;
- G. Solicitations of commerce;
- H. Off-topic or repetitive posts;
- I. Conduct or encouragement of illegal activity;
- J. Information that may compromise the safety or security of MPC, the public, or public systems;
- K. Confidential or non-public information; or

- L. Content that violates a legal ownership interest of any other party.

III. Non-Endorsement Disclaimer

MPC does not endorse any comment or position stated or implied, other than those posted directly by MPC. This includes comments made by individual members of MPC staff that represent only his/her personal opinion as a member of the public. This also includes comments or positions stated or implied within content written by a third party that are posted or linked to by MPC for informational purposes. Furthermore, MPC does not monitor, nor does it endorse or take responsibility for, any comments, opinions, or agendas implicitly or explicitly stated within the profiles or personal pages of persons or groups who “like,” follow, or are linked in any way to MPC’s social media content.

IV. Third Party Entity Disclaimer

Social media sites are owned and maintained by third party entities. MPC assumes no responsibility for the maintenance of these services, nor for the privacy, security, or protection of any information submitted by users in any portion of a social media site.

V. Right to Summarize

Whenever possible, links will be provided to users to submit official comment. Information received via social media may be summarized and shared with MPC’s Planning Commission or committees as appropriate.

VI. Adherence to Laws and Policies

The use of social media will follow all federal, state, local, and MPC-related laws and/or policies regarding the sharing of information, copyright and ownership, and collection of data.

VII. Collection of Data

MPC will not collect or store the personal information (name, email, location, gender, etc.) of social media users except when required by law. Social media sites may have their own privacy policies that may differ from MPC’s.

VIII. Public Record

All content posted by either MPC or any member of the public to MPC social media pages is considered part of the public record. The State of Tennessee defines public records as follows:

"Public record or records" or "state record or records" means all documents, papers, letters, maps, books, photographs, microfilms, electronic data processing files and output, films, sound recordings, or other material, regardless of physical form or characteristics, made or received pursuant to law or ordinance or in connection with the transaction of official business by any governmental agency. (Tenn. Code Ann. § 10-7-503(a)(1)(A)(i))