



## **Sunday Streets 2021 Program Guidelines**

### ***Social Media Policy***

#### **About**

Sunday Streets is a program of the nonprofit Livable City, presented in partnership with SFMTA, SFDPH, and the City and County of San Francisco. Sunday Streets mission is to:

- Create temporary open space and recreational opportunities in neighborhoods most lacking
- Encourage active living and healthy eating
- Foster community building
- Inspire people to think differently about their streets as public spaces

The Sunday Streets Program Guidelines are created to maintain public safety and the integrity of the program's mission. We thank you in advance for investing in San Francisco by participating at Sunday Streets and adhering to all of the Sunday Streets Program Guidelines.

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Social media is online media that allows for interaction and/or participation. Examples include:

- Social networking and microblogging sites, such as Facebook, Twitter, Instagram, and Pinterest
- Video and photo sharing sites, such as Flickr and YouTube
- Online forums and discussion blogs, including web feeds and any other website or service identified as providing social networking services and/or functionality

This social media policy applies to all people who work, volunteer or represent Livable City.

Livable City is seeking to develop a presence across a range of social media channels to be used as additional communication and promotion tools to complement our existing communication and marketing avenues. Social media is to be used to provide Livable City employees, volunteers, supporters, and the general public with:

- Educational information
- Program and organisation updates and information
- Community interaction
- An avenue for the public to support Livable City, while also learning about the organisation, our programs, resources and campaigns

This policy aims to establish a process by which Livable City's official social media interactions can be managed with the best interests of Livable City's brand and reputation in mind. This policy also sets out expected behaviour for people who do not officially represent Livable City on social media, but could, through their behaviour, impact on the reputation of Livable City, our Brand and our services. While Facebook and Instagram are the predominant social media channels used by Livable City, this protocol may be applied in a common sense way to other social media channels used by employees, volunteers and supporters, or by the organisation in the future.

***Livable City | Sunday Streets***

*301 8th Street, Suite 235 | San Francisco, CA 94103*

*LivableCity.org | SundayStreetsSF.com | (415) 344-0489*



Livable City cannot allow any content to be posted that is in conflict with the mission of the organization or its partners. Examples of behaviour and/or content not permitted include, but are not limited to:

- Promotion of automobiles
- Promotion of gasoline or petroleum products or companies
- Promotion of sugary beverages and/or added-sugar foods
- Promotion of any political campaigns and/or candidate
- No comments/posts/tweets are permitted to be made on any social networking site that may bring disrepute or negative publicity to any Livable City program or service
- Using discriminatory, defamatory, abusive or otherwise objectionable language
- Accessing sites that promote hatred or extreme/fundamental beliefs and values
- Paid endorsement of any kind, including in kind services or gifts, unless approved prior to posting
- Accessing or uploading pornographic, gambling or illegal content, including extreme images of graphic content (violence, blood and gore etc) or information regarding activity relating to firearms, bombs, terrorism etc.

Livable City reserves the sole right to review, edit, and/or delete, any content it deems inappropriate.

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