

# FACT SHEET

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## Town of Prosper Social Media Guidelines

As part of the Town of Prosper's continued commitment to communication, it is entering into social media. The following safeguards, rights and privileges associated with this use of social media are being shared with its citizens and employees.

Users of the Town of Prosper Facebook Guidelines:

Dos:

- ✓ Respect copyright and fair use laws.
- ✓ Use encouraging, constructive, or favorable language.
- ✓ Be aware that questions posted on the Town of Prosper Facebook page will receive a response within 24 hours. In some instances responses may be delivered via methods other than Facebook.

Don'ts:

- ✓ Please do not make any personal attacks on elected or appointed officials or staff.
  - ✓ Please do not engage in political or religious advocacy or commentary.
  - ✓ Please do not support or oppose any ballot issue or candidate for office.
  - ✓ Please do not promote or advertise any businesses or commercial enterprises, unless they are providing support to Town services.
  - ✓ Please do not use Facebook in lieu of 911 in case of an emergency
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- ❖ The Town of Prosper is not responsible for the content nor endorses any site which has a link from its Facebook page. All content, comments and replies posted are subject to Texas public information laws.
  - ❖ The Town of Prosper reserves the right to remove any messages or postings.
  - ❖ The Town of Prosper expects the highest standards of conduct.

**ABOUT THE TOWN OF PROSPER** – The Town of Prosper is a fast-growing suburb with small town charm, located 30 miles north of Dallas at the crossroads of U.S. 380, Preston Road and the Dallas North Tollway in Collin and Denton Counties. Prosper sits on 27 square miles and is home to more than 10,000 people. A home-rule municipality, governed by a council-manager form of government, the town has full-time fire and police departments, including its own dispatch service. As the Town grows to its projected build-out population of 90,000 residents, Prosper's vision is to remain a "Place Where Everyone Matters."