

CHEYENNE DDA

Social Media Policy



Adopted May 15, 2025

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PURPOSE

This Policy sets forth guidelines for the establishment and use by the Cheyenne Downtown Development Authority (“DDA”) of social media platforms to communicate DDA-related information to the public and promote the goals and initiatives of the DDA.

For the purposes of this Policy:

1. The term “social media” refers to any online tool for publication and commentary, including but not limited to blogs, the DDA Web Page and social networking platforms such as Facebook, Instagram, and LinkedIn. This Policy supplements existing DDA or City policies related to technology, internet, and communications.
2. The term “DDA Web Page” refers to the section devoted to the DDA on the official website of the City of Cheyenne, or any official websites that may be developed by the DDA for communication purposes.
3. The Content Manager is defined as the Administrator of the DDA or their designee (social media assistant), responsible for implementing this Policy and managing the content of all official DDA social media accounts.

SCOPE OF USE OF DDA SOCIAL MEDIA SITES

DDA social media accounts will serve as platforms for sharing information about DDA initiatives and developments in the Downtown District, as defined by local ordinance.

The primary online presence for the DDA will be the DDA Web Page, with social media used to complement and support the DDA’s mission. Unless otherwise authorized by the DDA Board, the use of social media will be limited to:

1. Promoting the vitality, economy, and experience of Downtown Cheyenne as a whole.
2. Sharing content, resources, and hyperlinks that align with the DDA’s mission.
3. Posting and moderating comments consistent with this Policy.

The DDA may authorize new social media platforms as needed. Authorization does not imply that a public forum has been created unless explicitly stated. The DDA retains full editorial control over its social media and reserves the right to determine what is communicated on its behalf.

FEED POST POLICY AND CONTENT GUIDELINES

The Cheyenne Downtown Development Authority (DDA) uses its social media platforms to promote the vitality, economy, and experience of Downtown Cheyenne as a whole. Our goal is to support and uplift the entire downtown community in a fair, inclusive, and consistent way.

To ensure equity among all businesses, the DDA does not promote individual businesses through standalone posts on its main feed. However, the DDA is happy to reshare stories from downtown businesses on Facebook and Instagram Stories to help spread the word about events, updates, and offerings.

This approach allows the DDA to maintain neutrality, avoid favoritism, and focus on supporting the broader downtown community. Exceptions may be made for:

- **Downtown-wide initiatives** (e.g., events organized or sponsored by the DDA or in partnership with multiple businesses)
- **Spotlight series** that feature businesses in the context of a larger theme or promotion (e.g., seasonal campaigns, public art initiatives, or historic preservation features)
- **Emergency information** or urgent community updates

By operating under this policy, the DDA aims to create a space that amplifies the collective voice of Downtown Cheyenne while still encouraging visibility and engagement for all businesses equally.

GENERAL ACCOUNT PARAMETERS

1. Social media accounts must be created and maintained by the Content Manager. The Content Manager will hold all credentials and is responsible for daily operations in accordance with this Policy.
2. All users shall comply with applicable federal, state, and local laws.

3. The DDA's social media platforms are subject to the Wyoming Public Records Law. The Content Manager shall archive all posts and correspondence and respond to public records requests accordingly.
4. Hyperlinks may be included as outlined in the Hyperlink Policy below.
5. All DDA social media accounts shall:
 - a. Clearly state their official DDA purpose and scope.
 - b. Use a descriptive name and, where possible, display the DDA logo.
 - c. Include disclaimers and required notices regarding public records, comment moderation, hyperlink restrictions, and legal liability.

COMMENTS POLICY

When comments are permitted on DDA social media, the following shall apply:

1. Comments represent the views of the individuals posting and do not reflect the opinions of the DDA.
2. Comments containing any of the following shall be removed:
 - Off-topic remarks
 - Discriminatory or harassing language
 - Defamatory or threatening content
 - Political campaign material
 - Commercial advertising or solicitation
 - Illegal or unsafe recommendations
 - Copyright infringement
3. Repeated violations may result in the individual being blocked from DDA platforms without notice.
4. Warning language may be issued as follows:

“Your comment violates the DDA’s Social Media Policy. Please refrain from posting inappropriate content. Continued violations may result in you being blocked from this page.”

HYPERLINK POLICY

1. Permitted Links may include:
 - Government agencies and departments
 - 501(c)(3) nonprofits affiliated with the DDA
 - Educational, cultural, or health-related organizations in the district
 - DDA-sponsored or supported events and initiatives
 - Official sponsors and business directories of Downtown
2. Prohibited Links include:
 - Sites with inappropriate or irrelevant content
 - Political organizations or candidate campaigns
 - Unofficial or personal web pages

Link placement is at the discretion of the DDA and shall support user access to relevant information.

ADDITIONAL REQUIREMENTS FOR FACEBOOK

When operating an official Facebook page:

1. Only “Government” type pages may be created (not groups or personal profiles).
2. A link to the DDA Web Page must be included in the “About” section.
3. All postings and user interactions must comply with the Comments and Hyperlink Policies.
4. The Content Manager will oversee all page activity and be responsible for appropriate content moderation.