

CITY OF WINDSOR HEIGHTS

THIRD PARTY MESSAGING POLICY

The City of Windsor Heights has three main forms of communication to keep Windsor Heights residents informed. These are a monthly newsletter, social media, and website.

The main reason for this is to provide City of Windsor Heights news. This includes minutes from the City Council and other boards and commissions, public hearing notices, city event schedule, rate change information, solid waste schedule, and city department notices.

To keep residents informed of additional community events, the City of Windsor Heights will, on occasion, share messaging from external sources.

The City of Windsor Heights **will allow** the following types of submissions:

- Non-profits that demonstrate a community benefit
- Organizations that receive Windsor Heights taxpayer money for their operations such as the Windsor Heights Chamber, Windsor Heights Foundation, DART, etc.
- Windsor Heights based community groups such as a book or crochet club
- Windsor Heights residential yard sales (*Website Only*)

The City of Windsor Heights **not allow** the following types of submissions:

- Private individuals, candidates, candidate's committees, staff, non-profit organizations, or businesses opinions or public statements
- For profit advertisements, excluding garage sales
- Recruitment or sponsorship advertisements
- Political candidates (or their campaign committee), who are running for offices the residents of Windsor Heights will be voting for
- Paid placements

Submissions requesting space in the monthly newsletter will be welcome, but submitters will be made aware that space is reserved for City business and will take priority over submissions. If space allows, submissions will be reviewed by the City's designated Communications Director for placement based on time of receipt from oldest to newest. Space in the newsletter is extremely limited for non-City business.

Submissions requesting social media sharing will need to be the City's social media guidelines within the Communications Policy. Messaging through social media should be strategically shared to not overwhelm or spam followers with content. The City will share

up to three external messages per week. Submissions will be reviewed by the City's designated Communications Director for sharing based on time of receipt from oldest to newest. Organizations will be limited to one message shared through social media a week. The post must be shared from the organization's account. If a platform does not allow sharing, the organization must provide content to post that the City.

Submissions for the website will be allowed to be placed on a specified "Community Bulletin" page <https://www.windsorheights.org/817/Community-Bulletin-Board>.

All shared messaging also must include the following statement "The City is sharing this for informational purposes. All responsibility belongs to [Organization name]. Contact them for more information."

The City will not provide any communication services to organizations and reserves the right to deny any submissions with incomplete content.

There will not be a fee associated with sharing partner messages.