

## **OLD TOWN CAPE, INC.**

### **Social Media Guidelines**

Our current and any future social media accounts (Facebook, Instagram, newsletters, blog etc.) are an extension of Old Town Cape, Inc., and work to further our mission to revitalize and promote Downtown Cape Girardeau. Because of the public nature of our content, we have guidelines in place on what is appropriate interaction on our social media platforms.

We work diligently with our community partners to post accurate, timely, relevant content. We respond to feedback respectfully, and we request that our friends, fans, and visitors do the same.

We love it when our community shares content with us, including photos and stories of their Downtown Cape Girardeau experiences. Tag our profiles, use our hashtags, and show us how you enjoy Downtown Cape Girardeau. We may feature you on our pages! We will always give credit where credit is due, and we are excited to see Downtown through your lens.

We welcome constructive feedback, and we're eager to listen to our community stakeholders, partners, and visitors. We believe in continuous improvement. However, we reserve the right to remove any comments that we deem are inappropriate, such as foul language, attacking of a single person or group, unsupported accusations, or spam that explicitly promotes a product or service unrelated to the mission of Old Town Cape, Inc. and Downtown Cape Girardeau.

If contact information is available, we will notify comment authors directly, when applicable, to let them know their comment(s) have been removed from our platform(s). We reserve the right to ban repeat offenders for any of the above mentioned violations of our guidelines.

We do our best to respond to comments and messages as quickly as possible, but sometimes there are delays. Please be patient with us, as we work to improve the experience of all of our community stakeholders, partners, and friends.

Thank you for your understanding and support in making our discussions online a productive and enjoyable experience for our entire community. We look forward to seeing how you experience Downtown Cape Girardeau, and we welcome your participation to help our community prosper.

#downtownCG #DowntownCape