

Macomb/St. Clair Workforce Development Board
Policy Issuance: Social Media Community Guidelines

Date: October 28, 2025

To: Members of the public engaging with official Macomb/St. Clair Michigan Works! social media platforms

Subject: Social Media Community Guidelines

Rescission:

Purpose: This policy provides guidance for establishing and maintaining public-facing social media community standards for Macomb/St. Clair Michigan Works!. It defines how official social media platforms are monitored, how user-generated content is managed, and how public interaction aligns with legal and organizational requirements.

Background: This policy applies to both Macomb/St. Clair Michigan Works! staff and members of the public who engage with the organization through its official social media accounts. Staff will refer to this policy when managing or moderating social media platforms to ensure consistency and compliance, while the public may refer to it to understand how comments and interactions are moderated.

Policy: Macomb/St. Clair Michigan Works! maintains official social media accounts to share updates, success stories, and resources that support job seekers, employers, and community partners across Macomb and St. Clair counties. These accounts are used to advance our mission to connect talent and employers, strengthen communities, and promote equitable pathways to prosperity.

We welcome public comments and discussion on our social media posts and encourage civil, accurate, and respectful engagement that aligns with these community guidelines. To support constructive dialogue, comments and user-generated content shared on our platforms are monitored and reviewed by the Macomb/St. Clair Michigan Works! communications team.

For purposes of this policy, "social media" includes all content created by individuals, using accessible, expandable, and upgradable

publishing technologies, through and on the Internet. For purposes of this policy, "comments" include information, articles, pictures, videos or any other form of communicative content posted on Macomb/St. Clair Michigan Works! social media sites or as online posts to articles or blogs. All Macomb/St. Clair Michigan Works! social media sites adhere to applicable federal, state and local laws, regulations and policies. Macomb/St. Clair Michigan Works! reserves the right to remove, hide, or restrict user-generated content or comments that include any of the following:

- The use of profanity, obscene, threatening, discriminatory, defamatory, or harassing language
- Personal attacks on individuals or groups, including targeting based on race, ethnicity, gender, religion, sexual orientation, or disability
- Disclosure of information that is confidential by law or regulation
- Comments that advocate for, incite, or promote intimidation or illegal activity or conduct
- Posts that infringe upon copyright or trademark protections
- Advertisements, solicitations, or promotions unrelated to Macomb/St. Clair Michigan Works! programs or workforce development initiatives
- Endorsement or opposition of any political candidate or ballot initiative
- Spam, irrelevant, repetitive, or automated content (including content generated by bots or automated software)
- Speech that infringes upon the First Amendment rights of others
- "Trolling" or posting content with the intent to provoke others or disrupt conversation
- Content that may compromise the safety, security, or privacy of individuals, systems, or infrastructure
- Content that misrepresents or falsely attributes actions, statements, or positions to Macomb/St. Clair Michigan Works! or its affiliates

Repeated violations of these guidelines may result in a user being blocked or restricted from interacting with our accounts.

User-generated content: terms and conditions

By tagging, sharing, or submitting content to Macomb/St. Clair Michigan Works! for publication on our digital platforms, you confirm that:

- You are the creator of the content or possess the necessary rights and permissions to share it with us, and
- Sharing the content with Macomb/St. Clair Michigan Works! will not infringe upon or violate the rights of any third party

By submitting content, you grant Macomb/St. Clair Michigan Works! a nonexclusive, perpetual, royalty-free, worldwide license to use, edit, reproduce, publish, share, or otherwise distribute the content across our platforms and publications. You also agree not to use or distribute the same content in a manner that misrepresents or conflicts with its appearance on official Macomb/St. Clair Michigan Works! channels. All comments posted by members of the public on any Macomb/St. Clair Michigan Works! social media site are the opinions of the posters only.

Freedom of Information Act (FOIA)

All content posted to Macomb/St. Clair Michigan Works! social media accounts is considered public record and may be subject to disclosure under the Michigan Freedom of Information Act.

Please note:

- Comments and posts made by users do not imply endorsement of, or agreement by Macomb/St. Clair Michigan Works!, nor do such comments reflect the views, positions, or policies of Macomb/St. Clair Michigan Works!
- Macomb/St. Clair Michigan Works! is not responsible for the content, accuracy, or privacy practices of third-party websites linked in user comments or posts
- Individuals who post personal or sensitive information publicly do so at their own risk

Generative AI Technology

While Macomb/St. Clair Michigan Works! remains committed to adopting new technologies to aid our mission, when possible, we also understand the risks and limitations of current generative AI chatbots, including uncertainty about who owns AI-created content, security/privacy concerns with inputting proprietary or sensitive information when interacting with a chatbot, and the accuracy of the content created by these technologies. Due to these risks, Macomb/St. Clair Michigan Works! reserves the right to remove any AI-produced material posted to our social media accounts.

Terms and conditions

Macomb/St. Clair Michigan Works! reserves the right to modify, revise, or remove any content deemed in violation of its social media policies which is shared on its social media platforms, without prior notice. While every effort is made to ensure that information shared is accurate and

timely, reliance upon content posted to our social media channels is at the user's own risk.

Disclaimer of liability

Macomb/St. Clair Michigan Works!, its employees, agents, and partners are not liable for the misuse, misinterpretation, or unauthorized use of any information obtained from our social media accounts. Users assume full responsibility for their interactions and agree to hold Macomb/St. Clair Michigan Works! harmless from any resulting loss, damage, or legal claims.

Disclaimer for external links

Links shared by Macomb/St. Clair Michigan Works! may lead to websites or resources outside our control. We do not endorse, warrant, or guarantee the accuracy, relevance, or privacy practices of any third-party sites. Users are encouraged to review the privacy and terms-of-use policies of external websites before engaging with them.

Copyright and trademark notice

Materials shared by Macomb/St. Clair Michigan Works! may be copied or shared for personal, noncommercial use, provided proper credit is given. Commercial use, reproduction, or distribution of any materials without prior written consent is strictly prohibited.

Action: Effective immediately, staff responsible for managing Macomb/St. Clair Michigan Works! social media accounts should follow these guidelines when moderating content. Members of the public who engage with official Macomb/St. Clair Michigan Works! social media platforms are expected to adhere to these community standards.

Inquiries: Questions regarding this policy issuance should be directed to the Communications team at info@msc-mw.org

Expiration Date: Continuing

Signed: 
Justin Al-Igoe, Director