Montgomery County Land Reutilization Corp
Social Media Engagement Policy

Effective Date: February 17, 20206
Prepared By: Montgomery County Land Bank
Revision Number: 1.0

Purpose

This policy establishes standards for public engagement on Montgomery County Land Reutilization Corp's, doing business as the Montgomery County Land Bank, social media platforms to maintain respectful, constructive dialogue while protecting the rights of all community members to participate in civic discourse.

Scope

This policy applies to all comments, replies, messages, and other interactions on our official social media accounts across all platforms.

Permissible Engagement

We welcome and encourage public participation that:

- Asks questions about our services, programs, or policies
- Provides constructive feedback or suggestions
- Shares relevant experiences or information
- Engages in respectful debate on matters of public interest
- Expresses opinions, including criticism, in a civil manner

Prohibited Content

We will remove content and may restrict users who engage in the following behaviors:

- **Hate Speech and Discrimination**
  Comments that attack, threaten, or demean individuals or groups based on race, ethnicity, national origin, religion, gender, gender identity, sexual orientation, disability, age, or other protected characteristics.

- **Harassment and Threats**
  - Personal attacks, bullying, or harassment of individuals
  - Threats of violence or harm toward any person or group
  - Doxxing or sharing private personal information without consent
  - Persistent unwanted contact after being asked to stop

- **Obscenity and Inappropriate Content**
  - Profane, vulgar, or sexually explicit language or imagery
  - Graphic violence or disturbing content
  - Content that sexualizes or exploits minors in any way

- **Spam and Disruption**
  - Repetitive posting of identical or substantially similar content
  - Commercial solicitations or advertisements unrelated to the post
  - Off-topic comments intended to derail discussion
  - Coordinated campaigns to flood posts with irrelevant content

- **Misinformation and Illegal Activity**
  - Deliberately false information intended to deceive or cause harm
  - Content that promotes illegal activity
  - Copyright or trademark violations
  - Impersonation of our agency, officials, or other individuals

- **Other Violations**
  - Encouraging or inciting others to violate this policy
  - Attempting to circumvent blocks or restrictions

Enforcement Actions

Content Removal

Comments violating this policy will be removed promptly. Removal does not necessarily result in account restriction.

Warning

For first-time or minor violations, we may issue a warning explaining the policy violation.

Permanent Block

Users may be permanently blocked for:

- Repeated policy violations after warning
- Serious violations such as targeted harassment, hate speech, threats of violence, or content exploiting minors
- Behavior that disrupts meaningful community engagement
- Creating alternate accounts to evade restrictions

Appeal Process

Users who believe their content was removed or their account was restricted in error may submit an appeal by:

- Sending a direct message to our official account on the platform where the action occurred
- Emailing lolson@mclandbank.com with the subject line "Social Media Review Request"
- Including the date and general topic of the removed content or restriction

We will review requests and respond within a reasonable timeframe, typically 5-7 business days. Our decision to uphold or reverse the action will be final.

Our Discretion

We reserve the right to:

- Moderate our social media spaces to align with our mission and values
- Make final determinations about what content and engagement supports a constructive community environment
- Decline to provide detailed explanations for individual moderation decisions
- Update this policy at any time to better serve our community

We are committed to applying this policy consistently and fairly while maintaining online spaces that reflect our organizational values and serve our community effectively.

Platform-Specific Rules

Users must also comply with the terms of service and community guidelines of the platform (Facebook, Twitter/X, Instagram, etc.) on which they are engaging.

Policy Review

This policy will be updated as needed to reflect evolving community standards and platform changes.

Questions

For questions about this policy, please \send an email to info@mclandbank.com with the subject line “Social Media Policy Questions.”

Revision History

Revision	Date	Description	Approved By
1.0	1/26/2026	Initial policy creation	MCLRC Board of Directors