



# Administrative Policy for Sharing Non-Profit Community Partner and Government Agency Content on CCOB Communications Channels

*(Not intended as a forum for free expression)*

Author: Communications and Engagement

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## I. Purpose

The purpose of this policy is to establish guidelines for sharing non-profit community partner and government agency content on City and County of Broomfield (CCOB) communications channels, including B in the Loop e-newsletters, CCOB social media pages and the BEACH Employee Intranet. The City and County Manager or his or her designee has the ultimate decision about whether partner content is included on City and County of Broomfield communication channels.

## II. Scope

This policy applies to non-profit community partners and government agencies who would like to share content on CCOB channels. It also applies to employees who administer and/or contribute to the City and County of Broomfield's various multi-platform media channels. This policy supplements the [Non-Profit Community Partners Utilizing CCOB Communications Channels SOP](#).

## III. Definitions

### Non-Profit Community Partner:

A non-profit organization (i.e. certified by the Internal Revenue Service as exempt under Internal Revenue Code Section 501(c)(3) or 509(a)) which offers programs and services to Broomfield residents, aligns with CCOB's [Mission and Values](#), and meets at least one of the following criteria:

- Receives funding from the City and County of Broomfield.
- Provides CCOB programs with funding, fundraising assistance, and/or programming support.
- Has a signed Memorandum of Understanding (MOU), Friendship Agreement, or Partnership Agreement with CCOB.
- Has an office in a CCOB-owned building.
- Furthers a CCOB department's mission, as approved by the corresponding CCOB department head.

### Government Agency:

Any organization that is solely funded from public money and whose content is about services or information that would benefit Broomfield residents and aligns with CCOB's Mission and Values. This definition is not intended to cover public schools.

## IV. Allowed Content and Restrictions

- Content must focus on the value the program/service/organization/resource provides to Broomfield residents.
- Types of content that can be shared on CCOB channels:
  - a. Upcoming events
  - b. Partner spotlights
  - c. Programs/services available to Broomfield residents
  - d. Resources
  - e. Donation drives
  - f. Volunteer requests
- Restrictions regarding content that cannot be shared on CCOB channels:
  - a. Fundraising requests and/or events. The only exception: if the fundraiser is managed by and directly benefits a CCOB Program.
  - b. Content identified as ‘not allowed’:
    - Degrading or obscene language or comments
    - Sexual content or links to sexual content
    - Comments on work-related legal proceedings or ongoing investigation
    - Solicitations of commerce
    - Conduct or encouragement of illegal activity
    - Confidential or proprietary information
    - Information that may tend to put at risk the safety and security of the public or public systems
    - Content targeting or disparaging any ethnic, racial, age, or religious group, gender, sexual orientation or disability status
    - Content engaging in political activity, specifically the advocating for the election or defeat of any individual to elected public office or promoting the passage or defeat of any ballot question or measure
- In the event that many organizations submit content for the same time period, the priority for the content included will be determined by the Communications and Engagement team. Considerations include timeliness of the content, Broomfield City Council priorities, number of past posts, event size and input from the city department that the programming supports.

## V. Guidelines for Sharing Content

- Content must be submitted to the Communications and Engagement team a **minimum of three weeks in advance** of the program, event or deadline.
- If an organization would like their content shared on CCOB social media, events and programs must be natively posted to the originator’s Facebook or social media page. CCOB’s social media channels will then share that post.
- Events co-sponsored by the City and County of Broomfield and/or a CCOB department will be shared in the manner in which CCOB programs/events are typically shared on CCOB communications platforms.

## VI. Expectations

In return for sharing content on CCOB channels, CCOB may ask Non-Profit Community Partners or government agencies to assist with periodic engagement efforts to ensure that underrepresented voices in the Broomfield community are included in public engagements and decision-making.