

TOWN OF LUNENBURG

SOCIAL MEDIA POLICY

I. Statement of policy:

The purpose of this policy is to provide notice to employees of the Town that their use of social media must adhere to all state, federal and local laws, rules and regulations, policies of the Town and this policy. The following policy pertains to official (“Town”) and non-official (“Personal”) use of social media services and tools. The Town has both an expectation and responsibility regarding the integrity and presentation of information posted on its social media sites and the content that is attributed to the Town, its Departments and its officials. Questions regarding this policy should be directed to the Town Manager.

The Town of Lunenburg wants to encourage the community to share, connect, and discover all that the Town has to offer. The Town of Lunenburg permits the use of social media as a forum to educate, disseminate information from the Town to the members of the public, and increase access to Town services.

II. Definitions:

1. “Social media sites” means content created by individuals using publishing technologies through and on the internet. The types of content and examples of services to which this policy applies include, but are not limited to:

- Media Sharing- i.e.: YouTube, Flickr, iTunes
- Blogging/Microblogging- i.e. WordPress, Blogger, Twitter
- Social Networking- i.e. Facebook, MySpace, LinkedIn, Ning
- Document and Data Sharing Repositories- i.e. Scribd, SlideShare, Socrata
- Social Bookmarking- i.e. Delicious, Digg, Reddit
- Widget- i.e. Google Maps, AddThis, Facebook “Like”

2. “Town social media sites” means social media sites and content which the Town establishes and maintains, with the exception of content from advertisements or hyperlinks provided by the social media site’s owners, vendors or partners. Town social media sites do not replace the Town’s required notices and standard methods of communication.

3. “Posts” or “postings” means the content, information, articles, pictures, videos or any other form of communication posted on a social media site.

4. “Administrator of social media site” is the authorized Town of Lunenburg employee that creates and is responsible for posted articles and information on social media site.

III. Procedure:

1. The establishment and use of Town social media sites are subject to approval by the Town Manager.

2. The establishment of social media sites is limited to only those departments who have information deemed necessary to disseminate to the public.

3. All Town social media sites shall be administered by the Town Manager or her/his designee. This person will be the Administrator of the social media site and is responsible for the content posted and adherence to all state, federal and local laws, rules and regulations, including the Public Records Law, Public Records retention schedules, Copyright Law and other applicable policies of the Town and this policy.
4. Town social media sites should use authorized Town contact information for account set-up, monitoring and access. The use of personal email accounts or phone numbers by any Town employee should be avoided for the purpose of setting-up, monitoring, or accessing a Town social media site. In such cases that a personal email account has been used to set up an account, the department head will monitor the content and have the ability to remove any content that violates the provisions of this policy. In the event the department head is the employee that has used a personal email account and violates the provisions of the policy, the Town Manager will have the right to remove the content.
5. Employees representing the Town on town social media sites shall conduct themselves at all time as a professional representative of the Town and in accordance with all Town policies. These policies include but are not limited to the Standards of Conduct, Harassment Policy and Protected Class Harassment Policy. Any employee authorized to post items on any of the town's social media sites shall not express his or her own personal views or concerns through such postings. Postings shall only reflect the views of the Town. Any employee authorized to post items on any of the town's social media sites shall protect the privacy of the citizens and any confidential, proprietary information that the Town holds.
6. All social media sites and entries shall clearly indicate that any content posted or submitted is subject to public disclosure. Public Records Law and e-discovery laws and policies apply to social media content. Any content maintained on a Town social media site that is related to Town business, including a list of subscribers, posted communication, and communication submitted for posting, may be considered a public record. Accordingly, such content must be able to be managed, stored and retrieved to comply with these laws. Furthermore, once such content is posted on a social media site, it should stay posted, unless it is removed for one of the reasons as outlined in this policy, or it is changed to fix spelling or grammar errors.
7. Photos and video posted on Town social media sites shall conform to the intent of this policy including non-disclosure of confidential information, protect the privacy of individuals as required by all state and federal laws. A signed photo release must be obtained prior to posting pictures of minors.
8. Each town social media site shall include an introductory statement which clearly specifies the purpose and scope of the blog or social media site. This statement shall include that the site is maintained by the Town of Lunenburg, the Administrator of the site's contact information and that the site follows the Town's Social Media Policy. The Social Media Policy must be displayed to users or made available by hyperlink. All town social media sites shall link back to the official Town of Lunenburg website or the applicable official Town department webpage.

9. Each social media site shall indicate to users that the site is subject to a third party's website Terms of Service. Furthermore, each town social media site shall indicate that the social media provider could collect personal information through user's use of the social media site and that this information may be disseminated by the third party and that such dissemination may not be governed or limited by any state, federal or local law or policy applicable to the Town.

10. The Town reserves the right to restrict, remove any content that is deemed in violation of this policy or any applicable law, or terminate any town social media site at any time without notice.

11. Town of Lunenburg social media content and comments containing any of the following forms of content shall not be allowed for posting and are subject to removal:

- a. Comments not topically related to the particular site or blog article being commented upon;
- b. Profane, obscene, or vulgar language or content;
- c. Content that promotes, fosters or perpetuates discrimination on the basis of race, color, gender, gender identity, national origin, religion, ancestry, age, sexual orientation;
- d. Conduct or encouragement of illegal activity;
- e. Information that may tend to compromise the safety or security of the public or public systems;
- f. Defamatory or personal attacks;
- g. Threats;
- h. Violations of any federal, state or local law;
- i. Solicitation;
- j. Comments relative to political campaigns;

12. The Town of Lunenburg reserves the right to deny access to the Town of Lunenburg social media sites for any individual who violates the Town's Social Media Policy.

13. All Town of Lunenburg employees will review the terms of this policy to ensure compliance. Employees found in violation of this policy may be subject to disciplinary action, up to and including termination of employment.

IV. Non-Official/Personal Use of Social Media Sites by Employees:

A. Employees Personal Use of Social Media Sites at Work:

Employees shall refrain from using social media sites and tools for personal use while on work time or when using Town provided equipment, unless it is work related as authorized by the Town Manager or his/her designee. Employees shall have no expectation of privacy when using social media sites during work hours, or when using Town computers, systems or other technology. The Town reserves the right to access, view and act upon any information on its computers, systems, or other technology without notice unless restricted from such access by state or federal law.

B. Employees Personal Use of Social Media Sites Outside of Work:

The Town is aware that employees may maintain or contribute to a form of social media outside of their job function. Employees that post on social media sites outside of work should not

discuss work-related information unless the matter about which they are communicating is a matter of public concern protected by the First Amendment. Employees, however, should understand that the right to free speech is not absolute. Employees shall not disclose any Town-related information that is not already considered public information. As representatives of the Town of Lunenburg, employees should exercise caution with respect to comments they post concerning the Town, its employees or officials.

If employees personally access and/or use external social media platforms, they shall not reference the Town or any information that would identify the employee's relationship with the Town or Town Department in which they work in their identity (e.g., username, "handle" or screen name), nor shall the employee speak as a representative of the Town. If, however, an employee makes or expresses any comment about Town-business or about the employee's job function or job-related activities because the matter is one of public concern, the employee must disclose his or her relationship with the Town. In doing so, the employee must also state that the comments he/she is making or posting concerning such Town-related business reflects his/her own personal views or opinions and that such comments are neither made on behalf of nor reflect the views of the Town, unless the employee is specifically authorized by the Town to make such comments.

Employees are responsible for acting in a manner that is consistent with the Town's policies. Employees are expected to be courteous, respectful, and thoughtful about how other employees may be affected by postings. Postings that harass or threaten any other Town employees or officials, or which disclose confidential information related to the business of the Town or personal information concerning other Town employees or officials violate Town policy and may result in disciplinary action up to and including termination.

V. Acknowledgement of Receipt of Policy

I acknowledge receipt of this Social Media Policy from the Town, and I have read its contents.

Employee Name (Print)

Employee Signature

Date

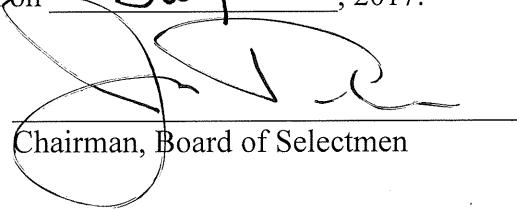
Witness

VI. Adoption by Board of Selectmen

This policy was adopted by the Board of Selectmen on

July 18

, 2017.


Chairman, Board of Selectmen