

## **TOWN OF GOFFSTOWN SOCIAL MEDIA POLICY**

### **I. POLICY PURPOSE:**

The purpose of this social media policy is to establish guidelines for the establishment and use by the Town of Goffstown of social media sites (including but not limited to Facebook and Twitter) as a means of conveying Town of Goffstown (“Town”) information to its citizens. This social media policy does not establish guidelines for the Goffstown Public Library or the Goffstown School District as their respective governing bodies have the authority to adopt policy.

The intended purpose behind establishing Town of Goffstown social media sites is to disseminate timely information from the Town, about the Town, to its citizens.

It IS NOT the intended purpose behind establishing Town of Goffstown social media sites to establish a designated public forum for the public to engage in expressive activity or a dialogue between the Town and its citizens.

For purposes of this policy, “social media” is understood to be content created by individuals within the respective departments with department head approval, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media include Facebook, blogs, MySpace, RSS, YouTube, Second Life, Twitter, LinkedIn, Delicious, and Flickr. For purposes of this policy, “comments” include information, articles, pictures, videos, discussions, posts, hyperlinks, or any other form of communicative content posted on a Town of Goffstown social media site.

### **II. GENERAL POLICY:**

1. The Town of Goffstown’s website at [www.Goffstown.com](http://www.Goffstown.com) will remain the Town’s primary and predominant internet presence.
2. The establishment by any Town department of Town social media sites are subject to approval by the Board of Selectmen or the Board’s designee which shall be the Town Administrator. The department requesting a social media site must provide to the Board of Selectmen, or their designee, prior to implementation and setup the following:
  - i. The use of social media sites must be approved by the department head. The department head of the owning department is responsible for the content posted on the town site.
  - ii. A preliminary plan that details the use of the social media tool. This plan should include at a minimum the purpose of the Town social media site, the employee(s) responsible for maintaining the social media site, and an alternate/backup plan to disseminate critical information in the event the social media site is no longer a viable option.

3. All Town of Goffstown social media sites shall be configured by the Town's Information Technology ("IT") staff.
  - i. IT staff will maintain a list of all social media accounts with user/ids and passwords. This will ensure the Town will have access and control of the social media site should the employee(s) who maintains the site is unavailable or leaves the employment of the Town.
  - ii. The initial site setup will be done by IT staff with input from the requesting department. This will ensure all social media sites:
    - a. have the appropriate security settings;
    - b. make clear that they are maintained by the Town of Goffstown and that they adhere to the Town's Social Media Policy;
    - c. provide notice that the Town's social media sites are on the Internet and as such the information posted is freely available, with no expectation of privacy;
    - d. maintain and have a consistent look and feel Town wide; and
    - e. have the appropriate listing on the Town of Goffstown's website at [www.Goffstown.com](http://www.Goffstown.com) and/or the appropriate departmental website.
  - iii. Any changes to the security settings on the social media site must be approved by the IT staff.
4. The owning department responsible for the social media site shall maintain the social media site. The department head or their designee (i.e. employee) will monitor content on Town social media sites to ensure adherence to both the Town's Social Media Policy and the interest and goals of the Town of Goffstown. The Board of Selectmen may appoint an elected or appointed official as a designee when an employee is not available.
5. The Town reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law.
6. Wherever possible, Town social media sites should link back to the official Town of Goffstown or department's website for forms, documents, online services and other information necessary to conduct business with the Town of Goffstown.
7. All Town social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
8. Employees representing the Town government via Town social media sites must conduct themselves at all times as a representative of the Town and in accordance with all Town policies, State and Federal laws.
9. The Board of Selectmen reserves the right to amend or grant a waiver to any portion of this Social Media Policy, by a majority vote of the Board, at a regularly scheduled Selectmen's meeting.

### III. Comments, Posts, and Dialogue

1. The Town's social media sites provide a way to disseminate information from the Town, about the Town, to its citizens in a convenient medium that allows the public to share information about Town activities, meeting, and programs with each other. The Town's social media sites are not intended to establish a designated public forum for the public to engage in expressive activity or conduct a dialogue between the Town and its citizens.
2. As a one-way means of disseminating convenient information to the public, the Town's social media sites do not allow comments from the public (includes information, articles, pictures, videos, discussions, posts, hyperlinks, or any other form of communicative content posted on a Town of Goffstown social media site).
3. At no time shall an employee of the Town of Goffstown post on the town or any other social media site any pictures or descriptions of employment based activities to include but not limited to photographs of fires, accidents and crime scenes or activities and interactions with the public or information which may compromise the safety and security of the public, unless approved by a department head or their designee.
4. No comments or postings shall contain profane language or content, nor shall it promote, foster or perpetuate discrimination on the basis of age, race, creed, color, religion or sexual orientation. It shall not support or oppose any political campaigns candidates or ballot measures.

### IV. Ongoing Use Evaluation

The role and utility of social networking services in relation to the goals and purposes of the Town will be evaluated periodically by the Town's staff and the Board of Selectmen, and may be terminated at any time without notice to subscribers.

Adopted by the Board of Selectmen on October 1, 2012; revised Jan. 11, 2016.

  
Peter Georgantas, Chairman

  
Collis G. Adams

  
Mark T. Lemay, Vice Chairman

  
John Allen Brown

  
Scott Gross