



Town of North Collins Social Media Policy

1.0. Objective

In consideration of the preferred method by which many residents communicate and obtain information online, the Town of North Collins (the “Town”) wishes to use social media technologies:

- to encourage residents to engage more actively in town government;
- to make the Town’s government more open and transparent; and,
- to convey Town-related information to its residents, employees, and visitors.

2.0. Purpose

The purpose of this Social Media Policy (the “Policy”) is to establish enforceable rules and guidelines for the creation and use by the Town of social media on Town-operated social media pages. The Town is also interested in strategically posting information on its social media sites and protecting the content attributed to the Town.

3.0. General Policy

3.1 The Town’s official website (<http://www.townofnorthcollinsny.gov>) remains the Town’s primary and predominant internet presence.

3.2 The Town has one primary official social media page for each social media service or application that it maintains, which is clearly labelled as “Town of North Collins.” The Town Board authorizes other social media pages for specific departments in Appendix A to this Policy, which the Town Board may amend from time to time. The Town’s elected officials, employees, and appointees shall not create any other Town social media page unless the Town Board amends Appendix A to this Social Media Policy in writing.

3.3 The Town will have and actively maintain a social media presence on the following social media platforms:

3.3.1 Facebook

3.4 No other social media platforms are authorized.

3.5 The Town will use social media as consistently as possible.

3.6 All Town social media pages and persons posting content are subject to all federal and New York State laws and regulations, including New York State retention requirements including, but not limited to, the Freedom of Information Law (FOIL), Open Meetings Law, Open Public Records Act, Public Officers Law, and information security policies of the Town.

3.7 All Town social media pages must, when technically possible:

3.7.1 Clearly state that the Town complies with this Social Media Policy and display or hyperlink to this Social Media Policy;

3.7.2 Link to the official Town website, including for forms, documents, online services, and other relevant information;

3.8 Town social media pages may contain content including, but not limited to, advertisements or hyperlinks over which the Town has no control. The Town does not endorse any hyperlink or advertisement placed on the Town's social media pages by the social media page's owners, vendors, or partners.

3.9 The Town Board may amend this Social Media Policy at any time.

4.0. Social Media Page Administration

4.1. The Town Board shall appoint two or more social media administrators per social media page ("Administrators") to manage and post on the official Town-approved social media pages. Any elected official or Town employee may be appointed as an Administrator. All approved social media administrators are listed in Appendix A

4.2. Administrators will have administrative access to all aspects of the Town's social media pages to which they are assigned.

4.3. The Supervisor, Town Clerk, Councilmembers, Department Heads, Town Attorney, and Administrators may initiate any posting on a Town social media page to which they have access by providing the content to an Administrator.

4.4. Any Administrator may post content for publication on the social media page to which they have been assigned in Appendix A provided that the Administrator has signed the Social Media Compliance Form as per the form in Appendix B.

4.5. The Supervisor and 1 Councilmember (or 2 Councilmembers, or the Town Attorney and Supervisor) may at any time request that content be edited or removed from a social media page for any reason, after which the content may only be posted if approved by the Town Board at a regularly scheduled meeting of the Town Board.

5.0. Content Guidelines

5.1. The content of posts should be limited to the following:

- 5.1.1. To disseminate information during emergency situations;
- 5.1.2. To promote a Town-sponsored event;
- 5.1.3. To inform residents and visitors about a community event that is happening in the Town of North Collins for the purposes of ensuring safety;
- 5.1.4. To announce video livestreams;
- 5.1.5. To announce job openings with the Town;
- 5.1.6. To announce new Town employees;
- 5.1.7. To announce budget information;
- 5.1.8. To announce new policies, adopted laws, and other initiatives of the Town;
- 5.1.9. To provide safety information;
- 5.1.10. To market Town and other community-oriented programs;
- 5.1.11. To provide updates on Town services;
- 5.1.12. To provide informational posts on historical events in the Town of North Collins;
- 5.1.13. To post dog control information

5.2. Postings may not contain any personal information, except for the names of employees who have recently been hired (all positions) and employees in the following positions whose job duties include being available for contact by the public: Assessor, Code Enforcement Officer, Building Inspector, Clerk to Town Justice, Councilmen, Deputy Town Clerk, Directors of Recreation, Dog Control Officers, Highway Maintenance Clerk, Highway Superintendent, Receiver of Taxes, Secretary to Zoning and Planning Boards, Town Clerk, Town Historian and Town Supervisor.

5.3. Administrators shall not post any information that does not pertain to Town-sponsored or Town-endorsed services, programs, news and events; however, can post programs, news and events that are shared from North Collins community-based entities, that are for the North Collins community.

5.4. Town social media page posts and comments containing any of the following are strictly prohibited:

- 5.4.1. Comments not related to the post or article;
- 5.4.2. Comments in support or opposition to political campaigns or ballot measures;
- 5.4.3. Profane language or content;
- 5.4.4. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, gender identity, or sexual orientation;
- 5.4.5. Sexual content or links to sexual content;
- 5.4.6. Solicitations of commerce;
- 5.4.7. Conduct or encouragement of illegal activity;
- 5.4.8. Confidential or Town personnel matters;
- 5.4.9. Information that may compromise the safety or security of the public or public systems;
- 5.4.10. Content that violates the legal ownership interest of any other party;
- 5.4.11. Defamatory attacks;
- 5.4.12. Threats to any person or organization;
- 5.4.13. Private contact information;
- 5.4.14. Spamming or repetitive content;
- 5.4.15. Content that incites violence;
- 5.4.16. Comments unrelated to the particular post being commented on;
- 5.4.17. Comments containing vulgar, offensive, threatening, or harassing language, personal attacks, or unsupported accusations;

5.5. The Town may restrict or remove any content or comments that is deemed to be in violation of this Social Media Policy or any applicable law.

5.6. Any Administrator may remove any content or comments that are prohibited based on this Social Media Policy. That Administrator must first screenshot the comment that is being deleted (or hidden) and send the screenshot to the Town Board with a description of the reason why the

comment was removed, the date and time it was removed, and the identity of the poster, when available.

5.7. Comments posted by a member of the public on a Town social media page are the opinion of the commentor only.

5.8. Any attempts to hack or otherwise compromise the Town's social media pages will be reported to law enforcement.

5.9. The Town reserves the right to deny access to Town social media pages for any individual who violates this Social Media Policy at any time without prior notice.

5.10. The Town will post this Social Media Policy on its website.

5.11. The following must be posted on all Town social media pages: "By visiting this site, you understand and agree that the Town of North Collins's social media pages are provided "AS IS." The Town of North Collins makes every effort to provide accurate and complete information on this website. The information contained on this website is not official or in any way shall it be deemed to be legal notice where such legal notice is required by law. The information contained in this site is provided as a convenience to people needing information about the Town of North Collins local government. Portions of the information on this site may be incorrect or not current. The Town of North Collins government, its officers, employees, and agents are not liable for damages or losses of any kind arising out of or in connection with the use or performance of information including, but not limited to, damages or losses caused by reliance upon the accuracy or timeliness of any such information, or damages incurred from the viewing, distributing, or copying of these materials."

Appendix A: List of Approved Town Social Media Pages and Administrators:

PAGE	PLATFORM	ADMINISTRATORS
Town of North Collins	Website: Townofnorthcollinsny.gov	Lynn DiVincenzo Heidi Kibler Southern Tier West
Town of North Collins Parks and Rec	Website: https://parksrec.egov.basgov.com/northcollinsny	Lindsay Demmerley Mitchell Warsaw <u>Additional Users:</u> Lynn DiVincenzo Heidi Kibler
Town of North Collins	Facebook	Lynn DiVincenzo Heidi Kibler
Town of North Collins Recreation	Facebook	Lindsay Demmerley Mitchell Warsaw