

## TOWN OF CHELSEA

### SOCIAL MEDIA POLICY

#### Purpose:

This policy establishes guidelines for the establishment and use by the Town of Chelsea of social media sites (including but not limited to Facebook and Twitter) as a means of conveying Town of Chelsea information to its citizens.

The intended purpose of establishing Town of Chelsea social media sites is to disseminate information from the Town, about the Town, to its citizens. Such sites are not intended as a general public forum.

The Town of Chelsea has an overriding interest and expectation in deciding what is “spoken” on behalf of the Town on Town social media sites.

For purposes of this policy, “social media” is understood to be content created by individuals, using accessible, expandable, and upgradeable publishing technologies, though and on the Internet. Examples of social media include Facebook, blogs, YouTube, Twitter, Instagram and LinkedIn. For purposes of this policy, “comments” include information, articles, pictures, videos or any other form of communicative content posed on a Town of Chelsea social media site.

#### General Policy:

1. The establishment and use of social media by any Town department of Chelsea are subject to prior approval by the Town Manager. The Town Manager may designate one or more Town employees or officials with general privileges to post information to social media on behalf of the Town. Any employee or official not given such privileges shall obtain prior approval of the Town Manager before posting information to social media on behalf of the Town.
2. Town social media sites should make clear that they follow the Town’s Social Media Policy, and shall provide a link to the full policy as posted on the Town of Chelsea website.
3. Wherever possible, Town social media sites should link back to the official Town of Chelsea website for forms, documents, online services and other information necessary to conduct business with the Town of Chelsea.
4. The Town Manager will monitor content on the Town social media sites to ensure adherence to both the Town’s Social Media Policy and the interest and goals of the Town of Chelsea.
5. The Town of Chelsea, through its duly authorized representatives, reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law. Any content removed based on these guidelines must be retained by the Town Manager for a reasonable period of time, including the time, date and identity of the poster, when available.

- 6 These guidelines must be displayed to users or made available by hyperlink.
- 7 To the maximum extent deemed reasonable by the Town's duly authorized representatives, the Town of Chelsea will approach the use of social media tools as consistently as possible, town wide.
- 8 The Town of Chelsea website at [www.chelseamaine.org](http://www.chelseamaine.org) will remain the Town's primary and predominant internet presence.
- 9 The Town of Chelsea social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
- 10 Town of Chelsea social media sites are subject to the Maine Freedom of Access Act. Any content maintained in a social media format that is related to Town of Chelsea business, including a list of subscribers, posted communication and communication submitted for posting may be a public record subject to public disclosure.
- 11 Comments on topics or issues not within the jurisdictional purview of the Town of Chelsea may be removed.
- 12 Employees representing the Town of Chelsea through the use of Town social media sites must conduct themselves respectfully at all times as a representative of the Town of Chelsea in accordance with all Town policies.
- 13 This social media policy may be revised at any time.

Comment Policy:

1. As a public entity the Town of Chelsea must abide by certain standards to serve all its constituents in a civil and unbiased manner.
2. The intended purpose behind establishing Town of Chelsea social media sites is to disseminate information from the Town of Chelsea, about the Town of Chelsea, to its citizens.
3. Comments containing any of the following inappropriate forms of content shall not be permitted on Town of Chelsea social media sites and are subject to removal and/or restriction at the discretion of the Town Manager or his/her designees:
  - a. Comments determined not to be relevant to the original topic at issue, including random or unintelligible comments;
  - b. Profane, obscene, violent, or pornographic content and/or language;
  - c. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin;
  - d. Defamatory statements or personal attacks;
  - e. Content that discloses personal or confidential information that may be harmful to any person or organization;

- f. Threats to any person or organization;
  - g. Comments in support of, or in opposition to, any political campaigns or ballot measures;
  - h. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
  - i. Conduct or comments in violation of any federal, state or local law;
  - j. Encouragement of illegal activity;
  - k. Information that may tend to compromise the safety or security of the public or public systems; or
  - l. Content that violates a legal ownership, such as copyright, of any party.
4. A comment posted by a member of the public on any Town of Chelsea social media site reflects the opinion of the commentator or poster only, and a publication of a comment does not imply endorsement of, or agreement by, the Town of Chelsea, nor do such comments necessarily reflect the opinions or policies of the Town of Chelsea.
  5. The Town of Chelsea reserves the right to deny access to the Town of Chelsea social media sites to any individual who violates the Town of Chelsea's Social Media Policy, at any time and without prior notice.
  6. When a Town of Chelsea employee or official posts information on a Town social media page that constitutes that individual's personal opinion or statement and not the official opinion or statement of the Town, he or she shall include a disclaimer to that effect.
  7. This policy does not prohibit any Department of the Town of Chelsea from adopting stricter policy language or content.
  8. All comments posted to any Town of Chelsea Facebook site are bound by Facebook's Statement of Rights and Responsibilities, located at <http://www.facebook.com/terms.php>, and the Town of Chelsea reserves the right to report any violation of Facebook's Statement of Rights and Responsibilities to Facebook with the intent of Facebook taking appropriate and reasonable responsive action. Comments posted to any other social media page shall be similarly bound by the platform's terms of use or related policies.

TOWN OF CHELSEA  
SOCIAL MEDIA POLICY – ADOPTION

By their signatures below this policy is hereby adopted by the Selectboard

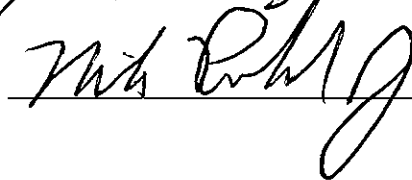
Date: 11/21/19

  
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DEBORAH SANDERSON, CHAIR

  
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BENJAMIN SMITH

  
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MICHAEL PUSHARD