

**Town of Nottingham
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SOCIAL MEDIA POLICY
Adopted April 14, 2016

1. This policy applies to all municipal departments, employees, and boards/commissions appointed by the Select Board.
2. Departments and boards are responsible for establishing and maintaining content posted to their social media sites. Department managers or the Chair of the board/commission shall be responsible for all content, and may delegate posting/administration of social media responsibilities to other employees, board members, or volunteers as appropriate. Login credentials and administrative privileges shall also be provided to the Town Administrator.
3. Site administrators should be familiar with the Terms of Service and Privacy Policies of any site used.
4. The same standards, principles and guidelines that apply to employees and elected/appointed officials in the performance of their assigned duties apply to social media technology use. Comments made by individuals from their personal accounts are personal expressions and not Town representations. Those using town equipment or networks do not have an expectation of privacy when accessing social media sites.
5. The Town web site shall be the official source of information. Social media may be used for public education and outreach, and promotion of events and services. Forms, documents, minutes, agendas, policies, ordinances, etc., shall be posted on the town web site and not social media outlets.
6. Allowing posts and comments from external users is not required. Sites should clearly and prominently direct users to the town web site and/or provide contact information.
7. Following forms of content posted by external and authorized users may be subject to removal if they contain:
 - A. Profane, harassing, discriminatory, defamatory, violent, or threatening language or content;
 - B. Solicitations of commerce or advertisements including promotion or endorsement;
 - C. Promotion or endorsement of political issues, groups or individuals;
 - 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. Content that violates an ownership interest of any other party, such as trademark or copyright infringement;
 - G. Making or publishing of false or malicious statements concerning any employee, member, official, the Town or its operations;
 - H. Disclosure of confidential, sensitive or proprietary information.Unacceptable content and repeat individual violators shall be removed. Prior to removal, site administrators shall contact the Town Administrator.
8. Contents posted on Town social media sites may be considered public records subject to disclosure under the NH "Right to Know" law, RSA 91-A. "Right to Know" requests relative to a Town social media site shall be referred to the Town Administrator for review and response.