

Social Media Policy –FINAL

Town of Exeter	Policy Number: TBD	Adopted by: Board of Selectmen
Subject: Social Media Policy	Adoption Date: July 29, 2013 Effective Date: August 5, 2013	Supersedes: None

1.0 Purpose of the Policy:

The purpose of this policy is to set policy guidelines related to Town of Exeter social media sites and applications.

2.0 Departments Affected: All Town Departments, Boards and Committees, except the Exeter Public Library.

3.0 Definitions: None.

4.0 Policy:

It is the policy of the Town of Exeter to ensure that certain standards are set with respect to social media to serve all its constituents in a positive, productive manner. The Town supports the use of social media as a method to communicate information to its citizens regarding its Town government.

5.0 Procedures:

- 5.1 The primary mission of the Town’s social media efforts will be focused on providing information on Town services and programs to the general public. Citizens are encouraged to use social media avenues to communicate with Town Departments on service related issues.
- 5.2 Town Departments will assign appropriate personnel to manage individual department social media sites. Service or information requests generated through social media will be referred to the appropriate department for a response.
- 5.3 Comments. Comments containing any of the following inappropriate forms of content shall not be permitted on Town of Exeter social media sites and are subject to removal by the Town Manager or his/her designees.
 - a. Comments not related to the original topic, including random or unintelligible comments.
 - b. Profane, obscene, 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 or personal attacks;
- e. Threats to any person or organization.
- f. Comments in support of, or in opposition to, any political campaigns or ballot measures;
- g. Conduct in violation of any federal, state or local law;
- i. Encouragement of illegal activity;
- j. Information that may tend to compromise the safety and security of public systems; or
- k. Content that violates a legal ownership interest, such as a copyright, of any party;
- l. Redundant or repetitive comments, with the same or similar content posted multiple times under various posts.

- 5.4 A comment stating an opinion, posted by a member of the public on any Town of Exeter social media site, is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the Town of Exeter, nor do such comments necessarily reflect the opinions or policies of the Town of Exeter.
- 5.5 The Town of Exeter reserves the right to deny access to Town of Exeter social media sites for any individual who violates the Town of Exeter’s Social Media Policy at any time and without prior notice.
- 5.6 Town of Exeter Department Managers shall monitor their social media sites periodically during normal business hours for comments requesting responses from the Town and for comments in violation of this policy.
- 5.7 Town of Exeter Department Heads, employees and officials may post content on their respective department pages in their official capacity, if authorized to do so by their Department Head. Comments made by individual employees from their personal accounts are personal expressions and not Town representations.
- 5.8 Multiple member Boards, Committees, and Commissions should be sensitive to the use of social media in such a way so as not to inadvertently violate the spirit and intent of RSA 91-A, the State’s Right to Know Law, particularly as it pertains to public meetings.
- 5.9 All comments posted to any Town of Exeter social media sites are bound by the respective statements of rights and responsibilities associated with those sites and the Town of Exeter reserves the right to report any violation of these statements to the appropriate social media site with the intent of the site taking appropriate and reasonable responsive action. This provision includes Twitter and similar services utilized by the Town.

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5.10 This policy shall be administered through the Town Manager’s Office. Specific questions regarding this policy may be directed to the Town’s Information Technology Department through the Technology Coordinator, or to the Town Manager’s Office.

6.0 Severability:

To the extent that any provisions of this policy conflict with State law, then State law shall prevail.

Approved this 29th day of July, 2013

Don Clement, Chairman

Dan Chartrand, Vice Chairman

Julie Gilman, Clerk

Matt Quandt

Frank Ferraro