

Town of Montreat Social Media Policy

This document establishes Town-wide social media use policies, protocols and procedures intended to mitigate associated risks from the use of this technology where possible. Should the Town change its direction on social media use, this policy will be revised and agency/department social media activity shall be adjusted accordingly.

This policy applies to all Town of Montreat employees, volunteers, consultants, service providers and contractors performing business on the Town's behalf.

Definitions

The US Government defines social media as the various activities that integrate technology, social interaction, and content creation. Information designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques including, but not limited to Facebook, microblogs (Twitter), video sharing (YouTube), wikis and blogs.

Authorized Use

All social media postings on behalf of the Town of Montreat will be made through the Town Clerk or Town Administrator. Information to be posted should be emailed to both the Town Clerk and Town Administrator. Information should be sent as far in advance of an event as possible. Information to be posted immediately should be marked as such.

No individual employee or department shall establish any social media accounts on behalf of or as a representative of the Town of Montreat without the approval of the Town Administrator. The Town Clerk and Town Administrator will be the only staff with access for content placement on the official Town social media presence.

No employee shall join any social networking site as "Town of Montreat" or as a representative of the Town.

No employee shall post confidential work-related information to his/her personal social media site.

Official Town Social Media Sites

Town of Montreat social media sites shall be created and maintained by the Town Clerk in accordance with the social media policy. The social media sites created and maintained will contain visible, branded elements that identify them as official Town of Montreat sites.

Site Content

The Town Clerk is responsible for establishing, posting and maintaining content posted to official town social media sites. The Town Clerk is responsible for monitoring inappropriate or technically harmful information and links. The Town Administrator will perform these functions in the absence of the Town Clerk. The Commissioner of Communications will also perform periodic review of content and be responsible for monitoring staff's compliance with the Social Media Policy.

The Town of Montreat's website (www.townofmontreat.org) shall remain the primary and predominant source for Internet information.

Electronic information posted to a social media site by the Town, or a member of the public, may be considered a record subject to the North Carolina Public Records Law.

Sites that allow public comment shall inform visitors of the intended purpose of the site and provide a clear statement of the discussion topic introduced for public comment so that the public is aware of the limited nature of the discussion and that inappropriate posts are subject to removal. Language shall be included in each site similar to the following:

“We welcome your participation as a means of sharing your own experiences, or suggested improvements. To keep our community focused, we ask that you follow our posting guidelines:

1. This Community is moderated and all comments are reviewed.
2. Any communication via this site is considered public record.
3. The appearance of external links or advertisements on this site does not constitute official endorsement.
4. Solicitations/advertisements are not allowed and will be removed from this page.
5. To ensure exchanges that are productive, informative, respectful of diverse viewpoints and lawful, we will review all comments and we will remove comments that are or include:
 - **Off Topic.** We will exclude comments not related to the subject of the conversation. If you have an idea for a subject, would like to provide feedback, or would like follow-up from us, please contact us at (e-mail addresses).
 - **Spam.** Comments focused on selling a product or service, or comments posted for a purpose of driving traffic to a particular website for personal,

political, or monetary gain, will be excluded. Comments in HTML format (or URLs) will not be accepted.

- **Personal Attacks.** If you disagree with the content, we'd like to hear from you, but ask that you refrain from comments that personally attack others or attempt to defame or defraud any governmental or non-governmental agency. Malicious intent and/or participation not in the spirit of civil conversation will be excluded.
- **Illegal.** Comments that suggest or encourage illegal activity are not allowed.
- **Offensive Language.** Comments including, but not limited to, graphic, obscene, explicit, abusive, derogatory, or racial content will be excluded.
- **Private or Confidential Information.** You participate at your own risk, taking personal responsibility for your comments, your username and any information provided. Please do not provide any specific personal information about yourself or other individuals.

This page is not intended to be used for addressing questions, complaints, or any other requests. If you wish to correspond on any of these subjects, please contact the appropriate department. You can find out more about our departments and the appropriate contact for your issue at “www.townofmontreat.org.”

Site Monitoring

The Town of Montreat’s social media sites shall be monitored regularly and prompt corrective action shall be taken when an issue arises that places or has potential to place the Town at risk.

Policy Review

This policy is subject to review and revision at any time pursuant to recommendations from the Town of Montreat Board of Commissioners or staff.