

Town of Leeds Communications and Social Media Policy

PURPOSE

The purpose of this policy is to establish guidelines for the creation, use and distribution of public communications and social media (Facebook) as a means of informing the citizens of Leeds.

STATEMENT

The Town of Leeds has an overriding interest and expectation in deciding what is “spoken” on behalf of the town on social media. Content for announcements reflect matters and issues of common public interest and information that relates to town functions and objectives.

GENERAL MANAGEMENT

The establishment and use by any town employee of the town's social media accounts are subject to approval by the town administrator. Employees representing the town through social media must conduct themselves at all times as representatives of the town, and not share any personal info.

CONTENT

As a public entity, the town must abide by certain standards to serve all its constituents in a civil and unbiased manner. Comments containing any of the following inappropriate forms of content shall not be permitted in or on the town’s social media accounts.

Such content includes:

- Comments not related to the original topic.
- Profane, obscene, violent or pornographic content and language.
- Content that promotes, fosters or perpetuates discrimination on bias of race, creed, color, age, religion, gender or national origin.
- Defamatory or personal attacks on any person or organization.
- Threats to any person or organization.
- Promotion or endorsement of political issues, groups or individuals.
- Information that may tend to compromise safety and security of the public or public system.

The town reserves the right to restrict or remove any content that is deemed a violation of this policy or any applicable law. Any content removed based on these guidelines will be retained by the town administrator for a reasonable amount of time including the date, time and identity of the person removed. Additionally, the town reserves the right to deny access to town social media sites for any individual who violates this Communication and Social Media Policy, at any time without prior notice.

This policy may be amended at any time by the selectmen.

Dated January 16, 2019 by the Town of Leeds Selectmen,

Dwight Buckley

Jan Wiegman

David Barker