

Town of Newfield Social Media Policy

I. Purpose: This Social Media Policy provides guidelines for the establishment of and use of social media sites by the Town of Newfield as a means of conveying information to members of the public. Using social media technologies can help the Town reach residents efficiently with the most up-to-date information and increase the transparency of government. This will allow the Town to accomplish the following:

- Update people on important news, meetings, events and emergency information.
- Increase resident participation in meetings and events
- Direct people to the Town website for further information.

II. Definition of Social Media/Social Networking:

This policy refers to the use of Internet forums, sites like Facebook, Twitter, YouTube, LinkedIn, and photo-sharing sites and blogging sites, among others. Because new social media/networking sites are created regularly, this policy is not limited to the sites named herein.

III. General Policy:

1. The creation, maintenance, and discontinuance of the Town of Newfield's social media sites is the sole responsibility of the Town. The Town Supervisor or his/her designee is responsible for maintaining Town's social media site(s), including but not limited to securely maintaining the location and access rights associated with such sites.
2. The Town of Newfield's social media page will be set up in conjunction with the town supervisor's e-mail account.
3. Accounts used to manage the Town of Newfield's social media presence are privileged accounts and must be treated as such. These accounts are for official use only and must not be used for personal use.
4. Passwords of privileged accounts must follow New York State information security standards, be unique on each site, and must not be the same as passwords used to access other Town of Newfield information technology resources.
5. Town of Newfield social media sites shall comply with use rules and regulations required by the site provider, including privacy policies.
6. All persons representing the Town of Newfield on Town of Newfield social media sites shall conduct themselves at all times as professional representatives of the Town of Newfield and in a manner consistent with all Town of Newfield policies.
7. The Town of Newfield reserves the right to terminate any Town social media site at any time without notice.

IV. Content Guidelines:

1. The Town Supervisor, or designee, must review and approve the content of any posting of public information, such as blog comments, tweets, video files, or streams, to social media sites

on behalf of the Town. However, Supervisor approval is not required for postings to public forums for technical support, if participation in such forums is within the scope of the user's official duties, has been previously approved by his or her supervisor, and does not include the posting of any sensitive information, including specifics of the Town's information technology infrastructure.

2. A link to newfieldny.org will be included on each social media home page.
3. The Town of Newfield's Social Media Policy shall be displayed to users or made available by hyperlink on the Town's social media homepages.
4. Wherever possible, content posted to Town of Newfield's social media sites will also be available on the Town's main websites.
5. Wherever possible, content posted to Town of Newfield's social media sites should contain links directing users back to the Town's official websites for in depth information, forms, documents or online services.
6. Administrators will use proper grammar and standard AP style, avoiding jargon and abbreviations. Social media sites can be more casual than most other communication tools but still represent the Town of Newfield at all times.
7. Information posted online on behalf of the Town of Newfield may be subject to the record retention/disposition provisions of the Arts and Cultural Affairs Law, www.archives.nysed.gov and may be subject to Freedom of Information Law (FOIL) requests.
8. Only content posted by the Town of Newfield will be allowed on the social media website, whenever the social media site settings allow. On some social media sites, such as Facebook, there is not a setting to disallow comments. When comments can not be removed, comments will be reviewed by the Town Supervisor, or designee on a regular basis.
9. Content on the Town of Newfield's social media sites will include Town sanctioned activities which will include, but are not limited to:
 - Town Announcements
 - Information on Town events – type, date, time, location
 - Photographs of Town events
 - Early closings of Town Facilities
 - High priority news
 - Cultural events
10. The Town of Newfield does not endorse any website, link, public comment or advertisement on its social media sites placed by the public or vendors and/or partners.
11. The Town of Newfield reserves the right to remove any content, including comments, from its social media sites at any time.

V. Effective date: This policy takes effect on March 26, 2020.