

Town of Bradford Social Media Policy

The U.S. Government defines social media as the various activities that integrate technology, social interaction, and content creation. Through social media, individuals or groups can create, organize, edit or comment on, combine, and share content.

The Town of Bradford endorses the secure use of social media technology to enhance communication, collaboration and information exchange; streamline processes; and foster productivity improvements. However, their application must not compromise data confidentiality and integrity. The same standards of conduct, principles and guidelines that apply to Town of Bradford employees and officials in the performance of their assigned duties apply to Town social media technology use. This document establishes town-wide social media use policies, protocols and procedures intended to mitigate associated risks from use of this technology where possible.

The Town of Bradford communicates to members and the public via its website (www.bradfordmaine.org). The town website is our primary internet presence and is the electronic "face" of the Town. Social media includes sites such as Facebook, Twitter, YouTube and others. The Town of Bradford recognizes that members and the public increasingly gather information through these and other electronic sites, sometimes to the exclusion of traditional media. It is necessary to use these tools to communicate effectively and fully.

The best, most appropriate uses of social media generally fall into three categories:

- To disseminate time-sensitive material quickly.
- To enhance The Town of Bradford's ability to put its messages before the widest audience possible.
- And, to initiate transparent conversations among the Town and our residents.

The Town of Bradford recognizes that the instantaneous, yet permanent, nature of these electronic tools can pose risk without effective controls. A starting point for discussion is that information and statements posted on websites and through social media reflect directly on the Town of Bradford and municipal government. Great care should be used when doing so.

The Town of Bradford will post its Facebook page as a non-interactive, business/nonprofit page on which we can limit and largely control outside posts. Communication via electronic and social media on behalf of the Town of Bradford can be done only by designated town employees and officials.

Benefits of social media tools

When used in accordance with applicable laws, regulations, and policies as well as prudent operational, security, and privacy considerations, Web-based social media tools can (at little to no cost):

- Enhance the speed, reach, and targeting of communications (particularly during disaster/emergency incidents)
- Facilitate collaboration
- Improve information exchange between residents and the Town
- Increase citizen engagement and dialogue
- Streamline processes
- Foster productivity improvements
- Increase the Town's ability to broadcast messages to the widest possible audience

Definitions

"Social media" means and includes Internet technologies that facilitate and promote interactive communication, participation, and collaboration. Examples of social media include, but are not limited to, the web sites and applications Facebook, Twitter, LinkedIn, Instagram, Google+, Tumblr, Blogger, WordPress, Foursquare, Meetup.com, Flickr, YouTube, Yelp, Second Life, and Wikipedia, and the interactive tools and functions they provide to users.

"Authorized social media user" or "authorized user" means and includes any town employee or official responsible for the use, administration, management, monitoring, and/or retention of social media, social media tools or web sites, and/or social media content, in the name of or on behalf of the Town of Bradford or any town organization.

"Social media content" means and includes any materials, documents, photographs, graphics, and other information that is created, posted, distributed, or transmitted using social media Internet sites or social media tools.

Standards for use of social media

All uses of social media on behalf of the Town or any town organization, or in any manner that appears to represent the Town or constitute communication by the Town, must comply with the following standards.

1. No organization or department may establish, use or terminate a social media identity, account, profile, page, or site (collectively, social media account(s) or account(s)) without the approval of the Town Manager and the Board of Selectmen.
2. Organization chairpersons shall designate one or more member(s) to be the authorized social media user(s) for the organization, if a social media account exists.
3. Only the authorized social media user(s) shall be authorized to post social media content on the organization's social media account(s) and may have access to the social media accounts that permit such posting.
4. Organization chairpersons shall establish a procedure for approving, prior to posting, and shall issue department guidelines for, all social media content that is posted on the organization's social media accounts. All social media guidelines and policies must be consistent with this policy.
5. No information or link (hyperlink) to any Internet site or other materials or communications may be posted, or approved for posting, on a social media account that is not directly related (as determined by the organization chair) to the mission, services, and business objectives of the organization.
6. Organization social media pages must clearly identify the pages as created and managed by the organization, identified as an organization or agency of the Town of Bradford.
7. The Board of Selectmen social media sites must prominently display, on the first page accessible to site visitors, links to the Town's official Internet site www.bradfordmaine.org.
8. No town employee or official may establish any social media account in the name of or on behalf of the Town or any town organization unless the Town Manager and Board of Selectmen approve the account. This requirement applies regardless of whether the account is established, accessed or used by means of town information systems or by

means of the employee's or others' information systems, and regardless of whether the account is established, accessed, or used from town or non-town premises.

9. Social media accounts established by the Town or a town organization are to be used for Town and department business purposes only. Use for communications and postings that are not directly related to a Town or department business purpose is prohibited.
10. Employees and town officials must report unauthorized uses of Town social media or Town social media accounts to the head of their organization, the Town Manager or the Board of Selectmen.
11. Employees and town officials are expected to be attentive and careful in their use of social media. They should be aware that their use of social media may be perceived as representing the Town and town government, and should tailor their use accordingly.
12. The Town of Bradford considers the activities and uses of social media listed to be unacceptable. Employees are prohibited from engaging in any of them on a social media account established by the Town or a town organization. Restricted activities and uses include:
 - a. Using social media in a manner that does not comply with federal, state, and local laws and regulations, and with Town and department policies
 - b. Using social media in a manner that violates the copyright, trademark, or other intellectual property rights of any person or entity, or otherwise violates their legal ownership interests
 - c. Includes ethnic slurs, profanity, personal insults; material that is threatening, intimidating, harassing, libelous, fraudulent or discriminatory on the basis of age, race, religion, sex, sexual orientation, gender identity or expression, genetic information, disability, national origin, ethnicity, citizenship, marital status, or any other legally recognized protected basis under federal, state, or local laws, regulations, or ordinances.; or other content or communications that would not be acceptable in a town workplace under Town or organization policy or practice
 - d. Violates the terms of contracts governing the use of any social media content, including but not limited to, software and other intellectual property licenses
 - e. Displays sexually explicit images, cartoons, jokes, messages, or other material in violation of the State of Maine's Sexual Harassment Policy
 - f. Contains confidential or "for official use only" information or information that compromises the security of town networks or information systems.
 - g. Violates the terms of use governing the social media account.
13. A town social media site or page may be a "limited public forum" under the First Amendment if visitors to the site are able to post comments or other communications. Where permitted by the operator of the site, the comments and similar functions should be disabled on town and social media pages, unless the organization head determines that permitting or encouraging interactive communications with site users is necessary to carry out the business objectives of the organization in creating the site.
14. Organization heads must submit a list of all social media accounts maintained by the organization to the Town Manager, including, at a minimum, the following information: (1) the name, hosting site and Internet address of the account; (2) all user names, passwords, and other log-in credentials for the account; (3) all authorized social media users for the

- agency that have access to and/or responsibility for the account. The organization head must promptly notify the Town Manager of any changes in any of the foregoing, and of any new organization social media accounts or pages and any termination of accounts or pages. Organization heads shall ensure that all agency-approved social media accounts and social media content are periodically reviewed for compliance with this policy. Organization heads are responsible for all social media content created, received, transmitted, stored, deleted, destroyed, and/or printed in the name of or on behalf of the Town or the organization.
15. Each town organization head shall be responsible for enforcing compliance with this policy by organization members. Employees or town officials who violate this policy, or any other town or organization policy, may be subject to disciplinary action. If a town contractor or third party user knowingly or negligently commits or permits a material violation of this policy, the Town may terminate the contract in accordance with its terms, and/or terminate the contractor's or third party user's access to town information processing facilities, information systems, and information, in addition to any legal or remedial actions the Town may take to enforce and protect its interests.

'Personal' communication that can become 'public'

It is important for employees and town officials to remember that some personal communication of employees may reflect on the Town of Bradford. The following guidelines apply to personal communication including various forms of social media (Facebook, Twitter, blogs, YouTube, etc), letters to the editor of newspapers, and personal endorsements.

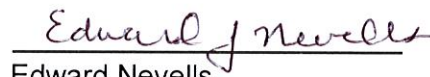
1. Remember that what you write is public and may be so for a long time. It may be spread to large audiences. Use common sense when using email or social media sites. It is a good idea to refrain from sending or posting information that you would not want your supervisor or other employees to read, or that you would be embarrassed to see in a newspaper or on a prominent website.
2. The Town of Bradford expects its employees to be truthful, courteous and respectful toward supervisors, coworkers, town officials, citizens, customers and other persons associated with the Town. Do not engage in name-calling or personal attacks. If you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage co-workers or members of the public, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or a post that could contribute to a hostile work environment on the basis of race, ethnicity, sex, disability, sexual orientation, gender identity, religion, or other status protected by law or town policy.
3. Town employees and officials should remember that they have no expectation or right to privacy with respect to their personal use of social media or personal social media accounts accessed by means of town information systems, or with respect to personal social media content so accessed. They should not expect or assume privacy or confidentiality with respect to any such personal social media use or social media content.

4. Postings and user profiles on personal social media accounts must not state or imply that the views, conclusions, statements or other social media content are an official policy, statement, position, or communication of the Town of Bradford, or represent the views of the Town or any town official or employee.
5. Town of Bradford resources and working time should not be used for personal profit or business interests, or to participate in personal political activity.
6. Personal social media account names or email names should not be tied to the Town (e.g. "BradfordTownManagerGuy").

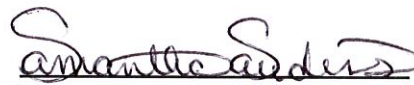
Selectmen Signature

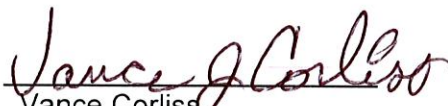
Date : June 11, 2018


Bruce Bailey


Edward Nevells


Timothy Bubar


Samantha Saunders


Vance Corliss

Adopted June 11, 2018