

# **TOWN OF SOUTH WINDSOR INFORMATION TECHNOLOGY POLICY**

**Subject:** Social Media Policy

## **PURPOSE**

The Town of South Windsor departments may utilize social media and social network site to further enhance communications with various stakeholder organizations in support of Town goals and objectives. Town officials and Town organizations have the ability to publish articles, facilitate discussions and communicate information through various media related to conducting Town business. Social media facilitates further discussion of Town issues, operations and services by providing members of the public the opportunity to participate in many ways using the Internet.

## **POLICY**

1. All Town of South Windsor social media sites shall be (1) approved by the Director of Information Technology and the requesting Departments Head; (2) published using approved Town social networking platform and tools; and (3) administered by the Department of Information Technology or their designee. The official posting for the Town of South Windsor will be done by the Information Technology Department and/or the Social Media Committee.
2. All Town of South Windsor social networking sites shall adhere to applicable states, federal and local laws, regulations and policies including all Information Technology and retention schedule/Freedom of Information Management policies and other applicable Town policies.
3. Freedom of Information Act and e-discovery laws and policies apply to social media content and therefore content must be able to be managed, stored and retrieved to comply with these laws.
4. All Social network sites and entries shall clearly indicate that any articles and any other content posted or submitted are subject to public disclosure.
5. Content submitted for posting and entries shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.
6. The Town reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.
7. Each Town of South Windsor social networking site shall include an introductory statement which clearly specified the purpose and topical scope of the blog and social network site. Where possible, social networking sites should link back to the official Town of South Windsor internet site for forms, documents and other information.
8. Town of South Windsor social networking content and comments containing any of the following forms of content shall not be allowed for posting:
  - a) Comments not topically related to the particular site of blog article being commented upon;
  - b) Profane language or content;
  - c) Content that promotes, fosters or perpetuates discrimination on the basis of race, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disabilities or sexual orientation;
  - d) Sexual content or links to sexual content;

- e) Conduct or encouragement of illegal activity;
  - f) Information that may tend to compromise the safety or security of the public or public systems; or
  - g) Content that violates a legal ownership interest of any other party
9. All Town social networking moderations shall be trained regarding the terms of this Town of South Windsor policy, including their responsibilities to review content submitted for posting to ensure compliance with the policy.
  10. All social networking sites shall clearly indicate they are maintained by the Town of South Windsor and shall have Town of South Windsor contact information prominently displayed.
  11. Where appropriate Town of South Windsor IT security policies shall apply to all social networking sites and articles.
  12. Employee representing the Town of South Windsor government via social media outlets must conduct themselves at all times as a representative of the Town and in accordance with Town of South Windsor's Personnel Rules and Regulations. See Attachment C-Employee Guidance for Participating in Social Networking.
  13. Employees found in violation of this policy may be subject to disciplinary action, up to and including termination of employment in accordance with the Town of South Windsor's Personnel Rules and Regulations.

**TOWN OF SOUTH WINDSOR  
INFORMATION TECHNOLOGY POLICY  
Social Media Policy**

**ATTACHMENT A. Definitions**

For the purpose of this Town of South Windsor Social Media Policy, the following terms are defined as provided below:

1. **Social Media:** Social media is content created by individuals using accessible and scalable technologies through the Internet. Examples of social media include Facebook, UTube, Twitter and LinkedIn
2. **Blog:** (and abridgement of the term web log) is a Town of South Windsor website with regular entries of commentary, descriptions of events, or other material such as graphics or video.
3. **Town of South Windsor author:** An authorized Town of South Windsor official that creates and is responsible for posted articles and information on social media site (see article below).
4. **Article:** An original posting of content to a Town of South Windsor social media site by a Town of South Windsor author.
5. **Commenter:** A Town of South Windsor official or member of the public who submits a comment for posting in response to a content of a particular Town of South Windsor article or social media content.
6. **Comment:** A response to a Town of South Windsor article or social media content submitted by a commenter.
7. **Town of South Windsor moderator:** An authorized Town of South Windsor official, who reviews, authorizes and allows content submitted by the Town of South Windsor authors and public commentators to be posted to a Town of South Windsor social media sites.

**TOWN OF SOUTH WINDSOR  
INFORMATION TECHNOLOGY POLICY  
Social Media Policy**

**ATTACHMENT B. Employee Guidance for Participating in Social Networking**

The Town of South Windsor understands that social networking and Internet services have become a common form of communication in the workplace and among stakeholders and citizens. Social networks are online communities of people or organizations that share interests and/or activities and use a wide variety of internet technology to make the interaction a rich and robust experience. Employees that choose to participate in social networks as a Town employee should adhere to the following guidelines.

1. Town policies, rules, regulations and standards of conduct apply to employees that engage in social networking activities while conducting Town business. Use of Town e-mail address and communicating in your official capacity will constitute conducting Town business.
2. Town employees shall notify their supervisor and the IT department if they intend to create a social networking site or services to conduct Town business.
3. Departments have the option of allowing employees to participate in existing social networking sites as part of their job duties. Department Heads may allow or disallow employee participation in any social media networking activities in their departments.
4. Protect your privacy, the privacy of citizens, and the information the Town holds. Follow all privacy protection laws, i.e., HIPPA, and protect sensitive and confidential Town information.
5. Follow all copyright laws, public records laws, retention laws, fair use and financial disclosure laws and any other laws that might apply to the Town or your functional area.
6. Do not cite vendors, suppliers, clients, citizens, co-workers or other stakeholders without their approval.
7. Make it clear that you are speaking for yourself and not on behalf of the Town of South Windsor. If you publish content on any website of the Town and it has something to do with the work you do or subjects associated with the Town, use a disclaimer such as this: "The postings on this site are my own and don't necessarily represent the Town's positions or opinions."
8. Do not use ethnic slurs, profanity, personal insults, or engage in any conduct that would not be acceptable in the Town's workplace. Avoid comments or topics that may be considered objectionable or inflammatory.
9. If you identify yourself as a Town Employee, ensure your profile and related content is consistent with how you wish to present yourself to colleagues, citizens and other stakeholders.
10. Correct your mistakes, and don't alter previous posts without indicating that you have done so. Frame any comments or opposing views in a positive manner.
11. Add value to the Town of South Windsor through your interaction. Provide worthwhile information and perspective.

**APPROVED BY:** Matthew Galligan, Town Manager  
**EFFECTIVE DATE:** 12/17/10