

	Town of Plymouth Social Media Guidelines (Town Facebook and Twitter Accounts)
Effective Date	September 10, 2013
Expiration Date	None
Approved	

PURPOSE:

Establish a procedure governing the use of official Town social media accounts.

GENERAL:

- The Town will create a Facebook page and Twitter account as a mechanism for communication between the Town and public.
- Only the Town Manager or Assistant Town Manager is authorized to post information to the Town’s social media sites unless other staff members are specifically directed to do so by the Town Manager or Assistant Town Manager.
- Information released through social media accounts must first be approved by the Town Manager’s office.
- The Town’s social media sites will be used for communicating information only. Commenting or replying to a post is available to the public but Town staff is not to engage in dialogue or private messaging over social media.
- Other Departments and Divisions will be permitted to establish social media pages with the approval of the Town Manager. These pages will be used for promoting the department and its functions. All established guidelines within this policy will apply to permitted Department and Division social media sites.
- Content posted to social media is subject to Massachusetts Public Records Law.

MONITORING:

- The Town reserves the right to monitor content on all of its social media sites and to modify or remove any messages, postings or members that it deems, in its sole discretion, to be abusive, defamatory, in violation of copyright, trademark right or other intellectual property right of any third party or otherwise inappropriate for the service.
- Any post, comment or remark that contains the following content will be removed from the social media site immediately:
 - Personal attacks, insults or threatening language
 - Obscene or sexual

- Profane language
- Racism or discrimination
- Potentially libelous statements
- Support or opposition for political campaigns
- Plagiarized material
- Personal and private information
- Anything that may compromise public safety and security
- Comments or hyperlinks unrelated to posted information
- Commercial promotions or spam

CONTENT:

- The Town's social media sites will be used to communicate the following:
 - Announcements about Selectmen and other Committee meetings
 - Emergency notifications
 - Highlighting Town events and activities
 - With the approval of the Town Manager, other events and activities hosted within the Town of Plymouth.
 - Any other information approved by the Town Manager's office