

TOWN OF CHILMARK  
SOCIAL MEDIA POLICY  
PUBLIC HEARING HELD: July 11, 2013

APPROVED FOR RECOMMENDATION TO THE BOARD OF SELECTMEN BY THE HUMAN RESOURCES BOARD: July 11, 2013

## PURPOSE

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To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, Town Departments may consider participating in social media formats to reach a broader audience. Town of Chilmark encourages the use of Social Media to further the goals of the Town and the missions of its departments where appropriate.

The Board of Selectmen and the Executive Secretary have an overriding interest and expectation in deciding who may "speak" and what is "spoken" on behalf of Town of Chilmark on social media sites. This policy establishes guidelines for the use of social media.

The Board of Selectmen shall approve what Social Media outlets may be suitable for use by the Town and its departments. There shall be no independent websites for Town Departments without approval from the Board of Selectmen; all such websites shall be linked to the Town of Chilmark website.

## POLICY

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- A. All official Town of Chilmark presences on social media sites or services are considered an extension of the Town's information networks.
- B. As all town employees and appointees are representatives of the town to the community in professional, personal and social media interaction, they are to refrain from conversation of Town affairs. Violations may result in discipline in accordance with the Human Resources Board bylaws and procedures manual.
- C. Departments shall request the Executive Secretary to use social media sites and the Executive Secretary will review department sites and may consult the Town's Human Resources Board and will refer to the Board of Selectmen any violations, as necessary. Any new department sites will be reviewed by the Executive Secretary and the Human Resources Board before going live.
- D. The Town advocates using Social Media to help departments reach their stated goals. Any Department that uses social media is responsible for complying with applicable federal, state, and Town laws, regulations, and policies. For example, this includes adherence to established laws and policies regarding copyright, records retention, Public Records Law, First Amendment, privacy laws and information security policies established by Town of Chilmark.
- E. The Executive Secretary may monitor content on each of the Department social media sites to ensure adherence to the Social Media Policy for appropriate use, message and branding consistent with the goals of Town of Chilmark.

Violation of these standards may result in the removal of department pages from social media outlets. The Executive Secretary or the Board of Selectmen retain the authority to have information removed.