



Town of Chatham

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Social Media Policy

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Mission Statement:

The Town of Chatham embraces social media as a communications tool to effectively and efficiently inform, educate, and engage with the public.

Goals:

From parades to public forums, Chatham is a bustling community. It's a rare day when there isn't an event, activity, or public meeting. The Town of Chatham will utilize social media to enhance its ability to communicate news, events, information, and updates to the general public.

Town of Chatham Guidelines:

The Town of Chatham social media sites are subject to the approval of the Town Manager or designee. Official Town of Chatham social media sites are maintained by the Executive Secretary/Communications Coordinator and Information Technologies Manager while official Town of Chatham department social media sites are maintained by a department designee. All social media sites will be monitored for posts that violate this policy.

All social media sites shall make clear that they are maintained by the Town of Chatham and follow the Town's Social Media Policy. Sites should link back to the Town of Chatham homepage (chatham-ma.gov) or the appropriate department subpage.

All official Town-related communication through social media will remain professional in nature. Employees posting in official capacity should be mindful that inappropriate use of official Town social media may be subject to grounds for disciplinary action.

Only individuals authorized by the Town may publish content to a Town website or Town social media account. Official social media sites need to be clear, precise, and follow industry best practices for posting updates. All content posted to Town social media should be:

- Relevant - Information that engages residents and pertains to their daily lives

- Timely - Pertains to deadlines, upcoming events, or current news
- Actionable - Prompts residents to take action

The Town reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy. Comments and postings not relative to official Town business may be removed at the discretion of the Town of Chatham. Authorized employees representing the Town of Chatham via the Town's social media sites must conduct themselves at all times as a representative of the Town in accordance with all Town policies. Published content that will not be permitted include:

- Confidential Information
- Copyrighted material without permission
- Profane, racist, sexist, threatening or derogatory content or comments
- Partisan political views
- Commercial endorsement views
- Comments not related to the original topic

Guidelines for the Public Posting to the Town Social Media Sites:

Those who post on the Town's social pages must adhere to the following guidelines.

- Comments and wall posts must be clean and inoffensive.
- Comments and submissions must be topically related to the particular posting being commented upon.
- No content that promotes discrimination on the basis of race, creed, color, religion, age, gender, sexual orientation, or national origin.
- No graphic, obscene, explicit, violent or pornographic content and/or language.
- No solicitations or advertisements, promotions, or endorsements of commercial services, products, organizations or companies.
- No defamatory or personal attacks or threats.
- No details about an ongoing investigation or legal or administrative proceeding that could prejudice the processes or could interfere with an individual's rights will be deleted from this page.
- No comments, photos or videos that suggest or encourage illegal activity.
- No documents or photos of any kind should be posted on the site.
- No comments that support or oppose political candidates or ballot propositions.
- You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.

The Town of Chatham reserves the right to deny access to the Town of Chatham social media sites for any individual who violates the Town's Social Media Policy. Posts will be removed if they violate the guidelines and the person posting the comment will be blocked or banned from the social media site at the Town's discretion.

Moderation of Third-Party Content:

The Town does not necessarily endorse, support, sanction, encourage, verify or agree with Third Party comments, messages, posts, opinions, advertisements, videos, promoted content, external hyperlinks,

linked websites (or the information, products or services contained therein), statements, commercial products, processes or services posted on any social media site.

Emergency Postings:

Social media sites are not monitored 24/7, if there is an emergency, dial 9-1-1.

Public Records Retention:

Social media sites contain communications sent to or received by the Town and its employees, and such communications are therefore public records subject to Massachusetts Public Records Law (Chapter 4, Section 7, Clause 26). These retention requirements apply regardless of the form of the record (e.g. digital text, photos, audio, and video). The Town shall preserve records pursuant to a relevant records retention schedule.