

104 W. Center Street
PO Box 607
Kitzmilller, MD 21538
Phone: 301-453-3449
Town Clerk: Rebecca M. Glotfelty

Town of Kitzmilller



Mayor Robert L. Reckart
Councilmember G. Michael Brady
Councilmember Theresa L. Harvey
Councilmember Michael A. Hechmer
Councilmember Diane Nye-Paugh

Resolution R2022 - _____

**THE MAYOR AND TOWN COUNCIL OF KITZMILLER, MD
ADOPTING RESOLUTION OF:
POLICY REGULATING SOCIAL MEDIA USE**

WHEREAS, the Mayor and Town Council of Kitzmilller recognizes the value, importance and use of social media and recognizes the need to have a policy to regulate social media,

NOW THEREFORE BE IT RESOLVED, that the Mayor and Town Council of Kitzmilller do hereby adopt the following policy for social media:

THE TOWN OF KITZMILLER, MARYLAND SOCIAL MEDIA POLICY

The content of Town of Kitzmilller, Maryland 's social media sites shall only pertain to Town of Kitzmilller, Maryland -related, Town of Kitzmilller, Maryland -sponsored, or Town of Kitzmilller, Maryland -endorsed programs, services, and events, Content includes, but is not limited to, information, photographs, videos, and hyperlinks.

INTERNAL POLICY

Purpose:

This document defines the social networking and social media policy for the Town of Kitzmilller, Maryland (Kitzmilller). To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, Kitzmilller departments may consider using social media tools to reach a broader audience, Kitzmilller encourages the use of social media to further the goals of Kitzmilller and the missions of its departments, where appropriate.

The Town of Kitzmilller has an overriding interest and expectation in deciding what is "spoken" on its behalf on social media sites. This policy establishes guidelines for the use of social media.

Acceptable Use

1. Personal Use

All Kitzmilller employees may have personal social networking, Web 2.0, and social media sites. These sites should remain personal in nature and be used to share personal opinions or non-work-related information. Following this principle helps ensure a distinction between sharing personal and Kitzmilller views.

Kitzmiller employees must never use their Kitzmiller work e-mail account or password in conjunction with a personal social networking, Web 2.0, or social media site, unless authorized otherwise.

The following guidance is for Kitzmiller employees who decide to have a personal social media, Web 2.0 or social networking site or who decide to comment on posts about official Kitzmiller business:

- state your name and, if relevant, role, when discussing Kitzmiller business.
- and use a disclaimer such as: "The postings on this site are my own and don't reflect or represent the opinions of the town for which I work."

2. Professional Use

All official town-related communication through social media, Web 2.0, town websites, and social networking outlets should remain professional in nature and should always be conducted in accordance with Kitzmiller's Employee Handbook, practices, and expectations. Employees must not use official town social media, Web 2.0, Kitzmiller websites, or social networking sites for political purposes, to conduct private commercial transactions, or to engage in private business activities.

Kitzmiller employees should be mindful that inappropriate usage of official town social media, Web 2.0, Kitzmiller websites, and social networking sites can be grounds for disciplinary action. If social media, Web 2.0 and social networking sites are used for official agency business, the entire agency site, regardless of any personal views, is subject to best practices guidelines, and standards.

Only individuals authorized by Kitzmiller may publish content to a town website or town social computing technologies.

Approval and Registration

All Kitzmiller social media sites shall be (1) approved by the TOWN COUNCIL & TOWN CLERK; (2) published using approved social networking platform and tools; and (3) administered by the TOWN COUNCIL & TOWN CLERK or their designee.

Oversight and Enforcement

Employees representing Kitzmiller through social media outlets or participating in social media features on Kitzmiller websites must maintain a high level of ethical conduct and professional decorum. Failure to do so is grounds for revoking the privilege to participate in Kitzmiller social media sites, blogs, or other social media features. Furthermore, Kitzmiller may enforce violations of this social media Policy through any proper disciplinary channel it deems necessary.

Information must be presented following professional standards for good grammar, spelling, brevity, clarity, and accuracy, and avoid jargon, obscure terminology, or acronyms.

Kitzmiller employees recognize that the content and messages they post on social media websites are public and may be cited as official Kitzmiller statements. Social media should not be used to circumvent other Kitzmiller communication policies, including news media policy requirements.

Kitzmiller employees must not publish information on agency social media sites that includes:

- Confidential information
- Copyright violations,

- Content that promotes, fosters, or perpetuates discrimination based on race, creed, color, age, religion, gender, marital status, status regarding public assistance, national origin, physical or mental disability or sexual orientation.
- Vulgar, offensive, threatening, or harassing language,
- defamatory statements, or any material contained in it, to hold up an individual or groups of people to public ridicule, derision, or embarrassment, or libelous.
- Partisan political views, or
- Commercial endorsements or SPAM.

Records Retention

Social media sites contain communications sent to or received by Kitzmiller and its employees, and such communications are therefore public records subject to [applicable public records statute]. These retention requirements apply regardless of the form of the record (for example, digital text, photos, audio, and video). The Department maintaining a site shall preserve records pursuant to a relevant records retention schedule for the required retention period in a format that preserves the integrity of the original record and is easily accessible. Furthermore, retention of social media records shall fulfill the following requirements:

- Social media records are captured in a continuous, automated fashion throughout the day to minimize a potential loss of data due to deletion and/or changes on the social networking site.
- Social media records are maintained in an authentic format (i.e., ideally the native calm format provided by the social network, such as XML or JSON) along with complete metadata.
- Social media records are archived in a system that preserves the context of communications, including conversation threads and rich media, to ensure completeness and availability of relevant information when records are accessed.
- Records are indexed based on specific criteria such as date, content type, and keywords to ensure that records can be quickly located and produced in an appropriate format for distribution (e.g., PDF).
- Each employee who administers one or more social networking sites on behalf of the Agency has self-service, read-only access to search, and produces relevant social media records to fulfill public information and legal discovery requests as needed.

EXTERNAL POLICY

The following guidelines must be displayed to users on all social media sites or made available by hyperlink.

Moderation of Third-Party Content

1. This Kitzmiller social media site serves as **a limited public forum** and all content published is subject to monitoring, Kitzmiller reserves the right to restrict or remove any content deemed to violate this policy or any applicable law. User-generated posts will be rejected or removed (if possible) when the content:

- is off-subject or out of context.
- contains obscenity or material that appeals to the prurient interest.
- contains personal identifying information or sensitive personal information.
- contains offensive terms that target protected classes.
- is vulgar, threatening, harassing or discriminatory.

- promotes, fosters, or perpetuates discrimination based on race, creed, color, age, religion, gender, marital status, status regarding public assistance, national origin, physical or mental disability or sexual orientation.
- incites or promotes violence or illegal activities.
- contains information that reasonably could compromise individual or public safety.
- contains defamatory statements, or any material contained in it, holds up an individual or groups of people to public ridicule, derision, or embarrassment, or is libelous.
- advertises or promotes a commercial product or service, or any entity or individual; or
- promotes or endorses political campaigns or candidates,

2. Whenever possible, users and visitors to Town of Kitzmiller, Maryland social media sites shall be notified by the following message appearing on the Town of Kitzmiller, Maryland social media site or by a hyperlink directing a user to the same regarding comments posted by the public:

"A comment posted by a member of the public on this page is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement by the Town of Kitzmiller, Maryland, nor do such comments necessarily reflect the opinions or policies of the Town of Kitzmiller, Maryland."

3. No social media users shall create a Page or Facebook profile assuming to be or speak for the Town of Kitzmiller, Maryland for whom the user is not authorized to do so.

Public Records Law

Kitzmiller social media sites are subject to applicable public records laws. Any content maintained in a social media format related to agency business, including communication posted by Kitzmiller and communication received from citizens, is a public record. The Department maintaining the site is responsible for responding completely and accurately to any public records request for social media content.

BE IT FURTHER RESOLVED THAT the Mayor and Town Council of Kitzmiller hereby authorize this resolution and policy to become effective immediately upon adoption.

READ AND PASSED THIS _____ DAY OF _____, IN THE YEAR _____.

Attest:

Rebecca M. Glotfelty, Town Clerk/Treasurer

Approved:

Robert L. Reckart, Mayor of Kitzmiller