

Town of Mount Moriah

Social Media Policy

PURPOSE

Social media is a powerful communication tool that has a significant impact on the town and professional reputations. The Town of Mount Moriah strives to maintain a positive image in the town and has adopted this policy to ensure that our staff, councilors and volunteers are aware of their responsibility to maintain a positive image as a representative of our town when participating on social media sites.

Social media sites allow for the dissemination of information through social interaction created using highly accessible and scalable publishing techniques that include but are not limited to Facebook, Twitter, Instagram, LinkedIn, YouTube, Blogs, MySpace, TikTok and Four Space.

In their professional roles, staff, councilors and volunteers need to follow the same behavioral standards online as they would in the real world, including those hours outside of regular business hours. They are to follow the same laws, professional expectations and guidelines for interacting with the public, whether online or in the real world. Staff, councilors, deputy mayor, mayor and volunteers are liable for anything they post to social media sites and should conduct themselves in a manner that is appropriate.

This policy is not intended to interfere with the private lives of staff members or impinge their right to freedom of speech. This policy is designed to ensure that the town's image and branding are maintained and remain uncompromised.

DEFINITIONS

Town – Town of Mount Moriah

Staff – Town Clerk/Manager, Maintenance Manager, Loader Operator, Town Helper, Students

Councilors – Elected officials for the Town of Mount Moriah, including Deputy Mayor and Mayor

Volunteers – Members of the Mount Moriah Recreation Department, Members of the Mount Moriah Volunteer Fire Department and other members volunteering in various town groups.

POLICY

The Town of Mount Moriah staff, councilors and volunteers who maintain personal social media pages or accounts must comply with the following guidelines as they relate to the town. Failure to comply with any aspect of this policy and acts of insubordination may result in staff, councilors and/or volunteers to discipline or termination.

Protecting Confidential and Proprietary Information

Staff, councilors and volunteers who use social media sites are prohibited from disseminating

any private town information therein or any negative comments regarding the town. Staff, councilors (with the exception of the mayor) and volunteers are prohibited from speaking on behalf of the town, releasing confidential information or communications of the town without prior authorization to act as a designated town representative.

Respecting Others

Staff, councilors and volunteers must not post any material (including photographs or hyperlinks) that is obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful or embarrassing to another person or entity when posting to social media sites.

Respect Copyright and Fair Use

Town policies governing use of copyright materials, town logo or other forms of branding and identity, also apply to electronic communications. Staff, councilors and volunteers are prohibited from using the town's protected materials (copyright material, branding and/or logo) without prior express written permission.

Don't Use Town Logos for Endorsement

Do not use the town's logo or any other town images on personal social media sites. Do not use the town's name to promote a product, cause or political party or candidate.

BEST PRACTICES

Think Twice Before Posting

Privacy does not exist in the world of social media. If you wouldn't say it in public, consider whether you should post it online. Consider how posts may reflect both on the person posting the comment and the town. Search engines can turn up posts years after they are created and comments can be forwarded and copied.

Be Respectful

Understand that contents contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the person posting the comment and/or the town.

Remember Your Audience

Be aware that a presence in the social media world is or easily can be made available to the public at large. Consider this before publishing to ensure the post will not alienate harm or provoke any member of the public.

Self-Hosted Sites

Identify your views as your own. If you identify yourself online as a town employee, councilor or volunteer, it should be clear that the views and/or opinions expressed are your own and do not represent the town's position, strategies or opinions. Use a disclaimer such as "The postings on this site are my own and do not represent the Town of Mount Moriah's position, strategies or opinions."

Town of Mount Moriah Facebook Page

The town currently has a facebook page. This page was set up as a communication tool for the

residents. Commenting and sending private messages on this page have been deactivated. This page will be maintained by Town Clerk/Manager or Designate.

Approval

This policy was reviewed and approved at the public meeting held on June 15, 2022

Policy is scheduled to be reviewed in June 2025. However, this policy can be amended as necessary. It is the responsibility of the Mayor, Deputy Mayor and Councilors to review, amend and adopt changes to this policy.

Lisa Jeffrey
Mayor

Carol Skeand
Town Clerk/Manager