

# **Town of Chevy Chase Social Media Policy**

## **I. Purpose**

This Social Media Policy (“Policy”) establishes guidelines for the use of social media by the Town of Chevy Chase. The intended purpose of Town social media sites is to communicate important and time-sensitive information to the public.

The Town has an overriding interest and expectation in protecting the integrity of the information posted on its social media sites and the content that is attributed to the Town and its officials.

## **II. Definitions**

- 2.1 “Social media” for the purposes of this Policy refers to, but is not limited to, Facebook and Twitter.
- 2.2 “Town social media sites” for the purposes of this Policy refers to any social media application established by the Town for the purpose of communicating information to the public.
- 2.3 “Posts” or “postings” mean information, articles, pictures, videos or any other form of communication posted on a Town social media site.

## **III. Policy**

- 3.1 The Town’s official website, [www.townofchevychase.org](http://www.townofchevychase.org) will remain the Town’s predominate internet presence and source of online communication.
- 3.2 The establishment of Town social media sites is subject to approval by the Town Council. Upon approval, Town social media sites shall bear the name and/or official logo of the Town of Chevy Chase.
- 3.3 The Town Manager, or his/her designee(s), shall be properly trained on the administration of social media applications used by the Town.
- 3.4 All content on Town social media sites shall be reviewed, approved, and administered by the Town Manager, or his or her designee.
- 3.5 Town social media sites shall provide links to the Town’s official website for forms, documents, online services and other information necessary to conduct business with the Town.
- 3.6 The Town reserves the right to terminate any Town social media site at any time without notice.

- 3.7 Town social media sites shall comply with usage rules and regulations required by the site provider, including privacy policies.
- 3.8 All Town social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
- 3.9 Employees representing the Town on social media sites shall conduct themselves at all times as a professional representative of the Town and in accordance with all Town policies.
- 3.10 Town social media sites may contain content, including but not limited to, advertisements or hyperlinks over which the Town has no control. The Town does not endorse any hyperlink or advertisement placed on Town social media sites by the social media site's owners, vendors, or partners.
- 3.11 The Town reserves the right to change, modify, or amend all or part of this Policy at any time.

#### **IV. Content Guidelines**

- 4.1 The content of Town social media sites shall only pertain to Town-sponsored or Town-endorsed programs, services, and events. Content includes, but is not limited to, information, photographs, videos, and hyperlinks.
- 4.2 The Town shall have full rights to any content posted by the Town, including photographs and videos.
- 4.3 Any employee authorized to post items on any of the Town's social media sites shall review, be familiar with, and comply with the social media site's use policies and terms and conditions.
- 4.4 Any Town employee authorized to post items on any of the Town's social media sites shall not express his or her own personal views or concerns through such postings. Postings on any of the Town's social media sites by an authorized Town employee shall only reflect the views of the Town.
- 4.5 Postings must contain information that is freely available to the public and not be confidential as defined by any Town policy or state or federal law.
- 4.6 Postings to Town social media sites shall NOT contain any of the following, and will be immediately removed by the designated Town social media administrator:
  - 4.6.1 Comments that are not topically related to the particular posting being commented upon;

- 4.6.2 Comments in support of, or opposition to, political campaigns, candidates or ballot measures;
- 4.6.3 Profane language or content;
- 4.6.4 Content intended to defame any person, group or organization;
- 4.6.5 Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, or status with regard to public assistance, national origin, physical or mental disability or sexual orientation, as well as any other category protected by federal, state, or local laws;
- 4.6.6 Sexual content or links to sexual content;
- 4.6.7 Solicitations of commerce;
- 4.6.8 Conduct or encouragement of illegal activity;
- 4.6.9 Information that may tend to compromise the safety or security of the public or public systems; or
- 4.6.10 Content that violates a legal ownership interest of any other party.

4.7 A comment posted by a member of the public on any Town social media site is the opinion of the commentator only, and publication of a comment does not imply endorsement of, or agreement by, the Town of Chevy Chase, nor do such comments necessarily reflect the opinions or policies of the Town, or its officers or employees.

4.8 These guidelines shall be displayed to users or made available by hyperlink on all Town social media sites. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster, when available.

4.9 The Town reserves the right to implement or remove any functionality of its social media site, when deemed appropriate by the Town Council. This includes, but is not limited to, information, articles, pictures, videos or any other form of communication that is posted on a Town social media site.