

Town of Myersville Social Media Management Policy

Introduction

This policy establishes guidelines for the Town of Myersville to establish and use social media sites for government communication, a means of conveying information to its residents, businesses, and guests. The intended purpose of establishing and using the Town of Myersville social media sites is to disseminate information about the Town's events, news, and information that is pertinent to residents, businesses, and visitors.

Definitions

Administrator: the individual designated by the Town of Myersville to submit posts for official purposes.

Post: a message/blog submitted by the Administrator including, but not limited to text, videos, photographs, graphic links, computer applications, etc.

Social media: the various web sites and activities that integrate technology, social interaction, and content creation. By way of example, but not limitation, some commonly used social media sites are Facebook and Twitter.

Town email account: an email account provided or approved by the Town of Myersville, which is used for official business.

Town social media/networking site: a website or social media tool which has been created, reviewed and approved for use by the Mayor and Council and/or designee.

General Policy

The official Town of Myersville web site found at www.myersville.org will remain the Town's predominant internet presence for official information. Whenever possible, social media sites should link back to the Town web site for information to conduct business and communicate with the Town.

Any comments or questions can be emailed to kaleshire@myersville.org or called to the town office at 301-293-4281. All social media postings will contain the above contact information for comments and questions.

The establishment and use by the Town of Myersville of social media sites are subject to approval by the Mayor and Council and/or designee. All Town social media sites shall be administered by Town staff. Social media sites maintained by the Town of Myersville should make clear that they are maintained by the Town, that they follow the Social Media Policy and adhere to applicable federal, state and local laws, regulations and policies.

Any content maintained in a social media format that is related to Town of Myersville business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure. Freedom of information Act laws and policies apply to social media content and therefore content must be able to be managed, stored and retrieved to comply with these laws.

The Social Media Policy may be revised at any time.

Employee Conduct

Every effort will be made to keep postings on social media factual and accurate. When possible, links to credible sources of information will be provided.

Any communication that is later found in error will be publicly corrected.

Comments posted by Town of Myersville employees on their personal social media sites regarding Town matters must specify the following statement “the postings on this site are my own and do not reflect or represent the opinions of the Town of Myersville for which I work”.

Elected/Appointed Official’s Guidelines

Elected and Appointed officials who choose to have a social media presence should create separate accounts for:

1. Personal use and opinions
2. Public use in representing the Town of Myersville
3. Campaign use in elections.

Elected/Appointed officials also need to be aware that participation of a quorum of members in a social media posting may constitute a meeting and could be a violation of the Open Meetings laws.

Ethics Compliance

Employees, elected and appointed officials recognize that the content and messages they post on social media sites are public and may be cited as official Town statements. Town employees, elected and appointed officials may not publish information on town social media sites that include:

- Confidential information
- Copyright violations
- Profanity, racist, sexist or derogatory content or comments
- Partisan political views
- Commercial endorsements or SPAM

Nothing in this policy shall be applied to prohibit or infringe upon any communication, speech or expression that is protected or privileged under law. This includes speech and expression protected under State or Federal constitutions as well as labor laws or other applicable laws.

If you would like to learn about the Town of Myersville, Maryland, please visit our website: www.myersville.org. If you have specific questions or concerns, please contact the Town Office at 301-293-4281 or e-mail kaleshire@myersville.org