

Town of Myersville Social Media Management Policy

Introduction

This policy sets forth guidelines for the Town of Myersville's (The Town's) use of social media sites as a means of conveying the Town's information to the public. The intended purpose behind the use of the Town's social media sites is to disseminate information from the Town, about the Town, to the public in a civil manner. This policy is in addition to and compliments any existing or future Town policies regarding the use of technology, computers, smart phones, e-mail and the internet.

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.

Policy


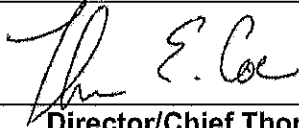
"Social media" means the various websites and activities that integrate technology, social interaction, and content creation that is accessible through the internet. By way of example, but not limitation, some commonly used social media sites are Facebook, Twitter, Youtube, and LinkedIn.

"Town's social media sites" means a website or social media tool which has been created, reviewed and approved for use by the Mayor and Council.

"Administrator" means the individual designated by the Town to submit posts for official purposes and to review comments to assure compliance with this policy.

"Post" or "postings" means a message/blog submitted by the Administrator including, but not limited to, text, video, articles, photographs, website links, computer applications, or other forms of communication posted on a Town social media account.

"Comments" means a visitor submitted statement, replying to a post or offering from an administrator post.

	Frederick County, Maryland Division of Fire and Rescue Services STANDARD OPERATING PROCEDURE	
	1.00.10	Social Media
Effective Date: October 1, 2023	Page 1 of 3	
Revised From: December 13, 2016	Related Forms:	
Approved:  Director/Chief Thomas E. Coe		

SECTION I: PURPOSE

The purpose of this policy is to define and regulate the use of social media, and to mitigate associated risks from the use of this technology where possible. This policy may, in conjunction with Frederick County Government's or any Frederick County Volunteer company's social media policy, providing the policies are not in conflict.

SECTION II: APPLICABILITY

This policy applies to all personnel of the Frederick County Division of Fire and Rescue Services (DFRS).

SECTION III: DEFINITIONS

- A. Blog – A self-published diary or commentary on a particular topic that may allow others to post responses, reactions, or comments.
- B. Page – The specific portion of a social media website where content is displayed and managed by an individual or individuals with administrator rights.
- C. Profile – Information that a user provides about him or herself on a social networking site.
- D. Protected Health Information (PHI) – Individually identifiable health information held or maintained by a covered entity, or its business associates acting for the covered entity, that is transmitted or maintained in any form or medium. This includes identifiable demographic or other information collected on an individual from a health care provider relating to the past, present, or future physical or mental health or condition of the individual, or the provision or payment of health care to an individual that is created or received by a health care provider (i.e. Patient name, address, birth date, etc.).
- E. Social Media – forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content. The term social media includes, but is not limited to, social networking sites such as Facebook, MySpace, LinkedIn, Twitter, SnapChat and YouTube.

5. Personnel are individually responsible for the content they publish online, whether in a blog, social media site, or any other form of user-generated media. Be mindful that what you publish is public and can be searchable and accessible by others, and, are subject to being re-published on other social platforms.
6. The use of vulgar or profane language, threatening or personal attacks of any kind, comments or content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or intellectual disability or sexual orientation; and/or advocacy of illegal activity may be deemed violations of County and/or departmental policies and procedures.
7. Personnel are prohibited from posting, transmitting, or otherwise disseminating any confidential information or PHI about emergency runs, incident responses, or patients' images or videos, to which they have participated in or observed as a result of their Frederick County Fire and Rescue affiliation.
8. Personnel shall not post topics or statements that may be interpreted as representing an organizational position, interfere with or discuss confidential departmental investigations, or attempt to or actually coerce or intimidate members into inappropriate actions or behaviors.
9. The use or display of departmental logos, uniforms or similarly identifying items must be in compliance with departmental policies and procedures.

D. Violations

1. DFRS will impose sanctions in accordance with the Employee Discipline policy of the Standard Operating Procedures.
2. Member Companies of FCVFRA will impose sanctions to the degree necessary to correct improper behavior.
3. A failure by a member company of FCVRA to enforce the provision of this policy may result in an enforcement by the Director/Chief of the Division of Fire and Rescue Services.