

TOWN OF MAINE
SOCIAL MEDIA AND WEBSITE POLICY

SECTION 1: PURPOSE

This Policy provides guidelines for the establishment and use of social media and websites by the Town of Maine. The intended purpose of social media and websites is to disseminate information from the Town to the public about the Town's mission, activities and current issues. The Town of Maine has an overriding interest in protecting the information posted on its social media and websites and the content attributed to the Town.

SECTION 2: ESTABLISHMENT OF SOCIAL MEDIA AND WEBSITES

The Town Board shall be the sole entity with authority to establish social media and websites for the Town of Maine. The Town Board hereby establishes the following social media and websites:

- A. Town of Maine Website at <https://townofmaine.org/>.

Collectively, the above shall be referred to herein as the "Town Social Media and Websites".

SECTION 3: ADMINISTRATION

A. Administrators

The Town Social Media and Websites shall be administered by individuals appointed by the Town Board in accordance with this Policy. Such individuals shall hereafter be referred to as Administrators and Secondary Administrators. The Administrators have the obligation to supervise the Town Social Media and Websites under their care and to ensure that the content posted complies with the terms of this Policy.

No individual, other than those listed as Administrators and Secondary Administrators, shall be provided administrative access to the Town Social Media and Websites. Each Administrator and Secondary Administrator shall be provided a password and sign-in credentials upon his or her appointment. Passwords and sign-in credentials shall be maintained in a secure place and not shared with others. Upon a change in the designation of Administrators or Secondary Administrators, passwords shall be changed to ensure continued security of the Town Social Media and Websites.

B. Media Consultant

The Town Board shall have authority to appoint a Media Consultant to assist the Administrators in managing the Town Social Media and Websites. The Media Consultant may post content on the Town Social Media and Websites, as approved by the Administrators. The Media consultant shall not be provided passwords or sign-in credentials of Administrators.

C. Designation of Administrators, Secondary Administrators and Media Consultants

The Town Board hereby designates the following Administrators, Secondary Administrators and Media Consultant for the Town Social Media and Websites:

Site	Administrator	Secondary Administrator	Media Consultant
Town of Maine Website	Town Supervisor	Town Clerk	As determined by the Town Board

The list of Administrators, Secondary Administrators and Media Consultants shall be reviewed and updated each year at the annual meeting of the Town Board, or at such other time as deemed appropriate by the Town Board.

The Town Supervisor shall provide a copy of this Policy to all Administrators, Secondary Administrators and Media Consultants.

SECTION 4: CONTENT

The goal of the Town Social Media and Websites is to serve as an online information outsource focused on Town issues, projects, news and events. The Town Social Media and Websites are not intended as a public forum. The Town of Maine reserves the right to remove any content from the Town Social Media and Websites at any time in accordance with this Policy.

A. Procedures for Posting Content

The Supervisor, Councilperson and any Department Head of the Town may request an Administrator to post content on a Town Social Media and Website. The Administrator shall review the content to determine whether it complies with the terms of this Policy. If the content complies with the terms of this Policy, the Administrator shall post the content, or work with the Media Consultant to post the content, in a timely manner. If there is a dispute as to whether the content complies with the terms of this Policy, such dispute shall be resolved by a majority vote of the Town Board.

B. Content Guidelines

In posting content to the Town Social Media and Websites, the Administrator shall comply with the following guidelines:

1. Content shall only pertain to Town of Maine public business and shall not be personal or political in nature.
2. Content shall not:

- a. Endorse, disparage or otherwise refer to candidates for public office.
 - b. Link to private or personal websites or other Social Media and Websites.
 - c. Advertise for-profit businesses.
 - d. Advocate a position on local, state or federal political issues, including elections or referenda.
 - e. Discriminate, or give the appearance of discriminating, on the basis of age, sex, sexual orientation, race, religion, ethnicity or any other protected class.
3. No content shall express an individual's personal views, opinions or concerns. Content shall set forth factual information only and shall be viewpoint neutral.
 4. All content shall contain information that is freely available to the public and shall not be confidential, as defined by any Town of Maine policy, state law, or federal law.
 5. All content shall be professional in nature and appearance and shall not be obscene, vulgar or inappropriate.
 6. Content shall not contain any personal information, except for the names of employees whose job duties include being available for contact by the public.
 7. Content shall comply with the use rules and regulations required by the site provider, including privacy policies.

C. Removal of Content

The Administrator may, in his or her discretion, remove content that is outdated or no longer relevant to Town business.

SECTION 5. MESSAGING

All messaging features on Town Social Media and Websites shall be disabled such that no individual shall be permitted to send messages.

SECTION 6. POSTING COMMENTS BY THE PUBLIC

No comments shall be allowed to be posted by the public on Town Social Media and Websites and all such comment features shall be disabled.

Should any unauthorized comment or content be posted by the public, the Town of Maine reserves the right of the Administrator to remove any such comment or content, including comments that are not relevant to the original topic; profane, obscene, or violent content; discriminatory content; threats; solicitation of business; content that violates a copyright or trademark; and any content in violation of federal, state, local law, or this Policy. Any comment posted by a member of the public is not the opinion of the Town of Maine government.

The Town of Maine does not endorse any link, public comment or advertisement on its Social Media and Websites placed by the public or vendors and/or partners.

SECTION 7. COMPLIANCE WITH LAWS

The administration of this policy shall be in compliance with applicable federal, state, and local laws, regulations, and policies. Content posted on a Town Social Media and Websites may be subject to freedom of information and record retention laws. In addition, content posted on Town Social Media and Websites may be subject to e-discovery laws. Information that is protected by copyright or trademark should not be posted or maintained on Town Social Media and Websites, unless the owner of the intellectual property has granted permission.

SECTION 8. NOTICE

Communications made to the Town or to a Town official through a Town Social Media and Website shall not be considered formal public comment and shall not constitute official legal notice to the Town or Town officials.

The Town of Maine Website will remain the Town's primary means of internet communication and any notices or public meetings or hearings posted on other site are provided for convenience purposes only.

SECTION 9. MISCELLANEOUS

- A. The Town Social Media and Websites shall bear the name and/or official logo of the Town of Maine.
- B. The Town of Maine Town Board reserves the right to terminate any Town of Maine Social Media or Website at any time without notice.
- C. Town of Maine Social Media and Websites may contain content including, but not limited to, advertisements or hyperlinks over which the Town of Maine has no control. The Town of Maine does not endorse any hyperlink or advertisement placed on Town of Maine Social Media and Websites by the social media site's owners, vendors, or partners.
- D. The Town of Maine Town Board reserves the right to change, modify, or amend all or part of this Policy at any time.