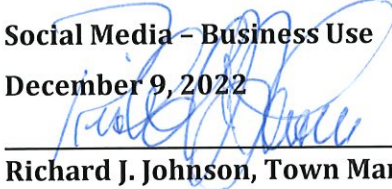


Town of Glastonbury

Administrative Policy No.: 6
Subject: Social Media - Business Use
Effective Date: December 9, 2022
Approved By: 
Richard J. Johnson, Town Manager

Purpose: This policy has been established to provide Town entities, (e.g. employees, board/commission members, and other entities formally representing the Town of Glastonbury), with guidance for using social media for business purposes.

Policy: The Town of Glastonbury, (“the Town”), recognizes the importance of social media as a valuable communication tool to disseminate information to community members as it relates to Town operations, services, resources, programming, and all Town business. This policy establishes guidelines for the use and creation of social media accounts for such Town business-related purposes.

Definitions:

1. **Social Media.** Any internet-based website or forum that allows for open communication including, but not limited to: social and professional networking sites (e.g. LinkedIn, Facebook, Twitter); blogs, online journals, bulletin boards and chat rooms; online encyclopedias (e.g. Wikipedia); video and photo-sharing sites (e.g. YouTube); and employee review sites (e.g. Glassdoor, Vault). The lack of explicit reference to a specific site does not limit the application of this policy.
2. **Social Media Activity.** Communicating through, or adding content to the Internet (i.e. “posting”). This includes permitting content posted by others to remain when one has control over the forum.
3. **Social Media Administrator (SMA).** A Town employee responsible for managing content on a Town-affiliated social media account.
4. **Town.** Names, logos, buildings, images, equipment, and entities affiliated with the Town of Glastonbury, Connecticut organization.

Procedure:

1. **Roles and Responsibilities.** Social media platforms may be used to share content with the community and the following rules serve to guide such social media use:
 - a. Town Employees and board/commission members must be granted permission to create and/or use a Town-affiliated social media site by the Marketing & Communications Specialist (MCS).
 - b. Department Directors must designate at least 1 employee to serve as the Social Media Administrator (SMA) to manage the Department/Division social media accounts and content, and maintain security

of account access and passwords. For Board/Commission social media accounts, the Town staff liaison will be responsible for monitoring account content and compliance with this policy.

- c. Department Directors, Staff Liaisons, and the MCS must notify the Town Manager and Information Technology Manager (ITM) of all social media accounts, and provide the ITM with all credentials and SMA assignments to ensure oversight and proper records retention in accordance with Freedom of Information (FOI) and State Library laws.
- d. The MCS will manage content on the general Town social media account(s) and provide training, support, and oversight to all SMAs to ensure policy compliance.
- e. SMAs are responsible for developing content and managing page activity, sharing information, responding to comments/messages in a timely manner, and removing any content that violates this policy (while retaining proper records).
- f. The SMAs will work with the ITM and MCS to manage content and retain social media records in compliance with all applicable FOI laws and state records retention policies (e.g. 2 years for Public Relations content).

2. Restrictions. Social media activity should support Town operations and content should link to Town websites whenever possible. Social media activity should not compromise the safety or security of the public, or public systems, interfere with Town operations, or harm the reputation of the Town.

Town social media content should not:

- a. Contain profanities, or any threatening, discriminatory, retaliatory, or derogatory content
- b. Depict partisan political views or personal beliefs of the SMA or any entity/individual other than the Town agency
- c. Solicit or endorse commerce or any entity not affiliated with the Town
- d. Disclose confidential or proprietary Town information not considered public under FOI laws
- e. Violate, or encourage the violation of, any
 - a. Town policy
 - b. Federal, state or local law
 - c. License governing the Town's use of the media platform
 - a. Legal ownership interest, copyright, trademark, or service mark restrictions

Moderation of Third-Party Content

The Town of Glastonbury does not endorse or support comments made by public users on any Town-affiliated social media forum. Accordingly, messages, comments, or other content posted by the public to a Town account may be removed at the Town's discretion, particularly when they violate any aspect of this policy, or any Town policy.

No Retaliation

The Town prohibits taking adverse action against any employee for reporting a possible violation of this policy or cooperating in any investigation with respect to a potential violation. Any employee who retaliates against another employee will be subject to disciplinary action up to and including termination of employment.

Discipline

When use of social media violates this policy, disciplinary action, up to and including termination of employment may be imposed.