

**Town of Wilton**  
**Social Media Policy & Guidelines**

I. **Purpose of This Policy:**

The purpose of this policy is to set guidelines related to the Town of Wilton's Social Media sites and applications. The mission of the Town's Social Media efforts will be focused on providing information on Town programs and services to the general public, and marketing the town's attractions, offerings and events to prospective visitors and businesses.

II. **Departments Activities Affected:**

All Town Departments, Boards, Commissions, and Committees. Each creator of a Town Social Media site can have additional guidelines for their site so long as those guidelines do not conflict with any of the terms of these guidelines.

III. **Definitions:**

**Public Body:** any duly appointed/elected board, commission, and/or committee of the Town of Wilton

**Social Media:** any blogs, other types of self-published online journals, and/or collaborative Web-based discussion forums and networking platforms. Social Media facilitates an environment for the Town and users of such site to share opinions and information about Town-related issues, events, and subjects. The Town supports participation in Social Media as an additional method by which to promote its services and resources. Examples are, but not necessarily limited to: Facebook, Instagram, Twitter, etc.

IV. **Policy:**

It is the policy of the Town of Wilton to ensure that certain standards are set with respect to Social Media to serve all its constituents in a positive, productive manner. The Town supports the use of Social Media as another method to communicate information to its citizens regarding its Town government.

V. **Procedures:**

1) Establishment of individual official Town Social Media sites, pages, or online communities must be approved in advance by the Town Administrator. Such approval will be based on compliance with these guidelines as documented by the stated need and goals of the proposed Social Media. The Town Administrator will provide any user managing the site on behalf of the Town with a copy of these guidelines with an acknowledgement of receipt. Any participation by Town staff or officials should



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clearly state that they are speaking as individuals and commenting on their own behalf; not on behalf of the Town or their elected position.

- 2) Official town announcements will be posted on the Town of Wilton Facebook page. The posts will be shareable, but no comments will be visible. Other Wilton Facebook community groups will be encouraged to share relevant Town of Wilton posts to their communities, but the Town will not moderate or comment on those discussions.
- 3) Town Departments/public body's chair will assign appropriate personnel to manage their individual Social Media sites and provide those assigned these tasks a copy of this policy.
- 4) Where possible, each Social Media site should clearly indicate that it is maintained by the Town of Wilton and have contact information for the manager of the site along with a link back to the Town's official website and Social Media Policy.
- 5) Comments containing any of the following inappropriate forms of content shall not be permitted on Town of Wilton Social Media sites and are subject to removal by the Town Administrator or his/her designees.
  - a. Comments not related to the original topic, including random or unintelligible comments.
  - b. Profane, obscene, or pornographic content and/or language.
  - c. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender or gender identity, or national origin.
  - d. Defamatory or personal attacks.
  - e. Threats to any person or organization.
  - f. Comments in support of, or in opposition to, any political campaigns or ballot measures. Postings/comments by Town officials found to be "Electioneering" in violation of RSA 659:44 & 44-a are prohibited.
  - g. Conduct in violation of any federal, state, or local law.
  - h. Encouragement of illegal activity.
  - i. Information that may tend to compromise the safety and security of public systems.
  - j. Content that violates a legal ownership interest, such as a copyright, of any party.
  - k. Redundant or repetitive comments, with the same or similar content posted multiple times under various posts.
  - l. Content that would violate any other policy of the Town of Wilton.
  - m. Commercial promotions or spam

VI. A comment stating an opinion, posted by a member of the public on any Town of Wilton Social Media site, is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the Town, nor do such comments necessarily reflect the opinions or policies of the Town.

VII. The Town of Wilton reserves the right to deny access to Town of Wilton Social Media sites to any individual who violates the Town of Wilton's Social Media Policy at any time and without prior notice.



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- VIII. Town of Wilton Department Heads and public body chairs shall monitor their Social Media sites periodically for comments requesting responses from the Town and for comments in violation of this policy.
- IX. Town of Wilton Department Heads, employees, and officials may post content on their respective Social Media pages in their official capacity, if authorized to do so by their Department Head or by a majority vote of respective public body. Comments made by individuals from their personal accounts are personal expressions and not Town representations. Such comments on personal accounts should clearly state that they are solely the expression of the individual.
- X. Multiple member Boards, Committees, and Commissions should be sensitive to the use of Social Media in such a way so as not to inadvertently violate the spirit and intent of RSA 91-A, the State's Right to Know Law, particularly as it pertains to public meetings.
- XI. All comments posted to any Town of Wilton Social Media sites are bound by the respective statements of rights and responsibilities associated with those sites and the Town reserves the right to report any violation of these statements to the appropriate Social Media site with the intent of the site taking appropriate and reasonable responsive action.
- XII. This policy shall be administered through the Select Board's Office. Specific questions regarding this policy may be direct to the Town Administrator's office.

XIII. **Privacy:**

The Town does not collect, maintain, or otherwise use the personal information stored on any third-party site in any way other than to communicate Town-related information with users on that site. Users may remove themselves at any time from the Town's "friends," "follow," or "fan" lists, or request that the Town remove them. Users should be aware that third party websites have their own privacy policies and should proceed accordingly. Users are encouraged to protect their privacy by not posting personally identifying information, such as last name, school, age, phone number, or address.

XIV. **Liability for Use:**

The Town of Wilton assumes no liability regarding any event or interaction that takes place by any participant in any Town-sponsored Social Media, and does not endorse content outside of the pages maintained by the Town and the posts created by Town staff in the course of their work duties. The Town reserves the right to use any comments, posts, and messages on the Town's Social Media sites for use in public relations and marketing materials. The Town is not responsible for other people viewing or accessing personal accounts/profiles that are left open on computers in the Library.



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**XV. Participation:**

Participation in the Town of Wilton's Social Media implies agreement with all Town policies, including its Social Media Policy, Technology Policy and Internet Policy, and the Terms of Service of each individual third-party service. By posting a comment or other content you agree to indemnify the Town of Wilton and its officers, agents, and employees from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred which arise out of, or are related to the content that you post.

XVI. Notwithstanding the foregoing, the Town of Wilton is not obligated to take any of the actions contained in this Policy & Guidelines, and will not be responsible or liable for content posted by any subscriber in any forum, message board, or other area within the Town's Social Media.

XVII. If a user does not agree to these terms, they are not to use the services provided.

**XVIII. Ongoing Use Evaluation:**

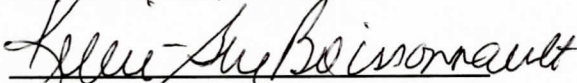
The role and utility of Social Media in relation to the goals and purposes of the Town of Wilton will be evaluated periodically by the Town staff and Select Board, and may be terminated at any time without notice to subscribers.

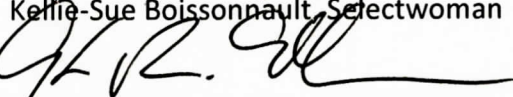
**XIX. Severability:**

To the extent that any provisions of this policy conflict with State law, then State law shall prevail and the remaining provision of this policy shall remain in force.

Approved this 15<sup>th</sup> day of March, 2021.

  
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Matthew S. Fish, Chairman

  
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Kellie-Sue Boissonnault, Selectwoman

  
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Kermit R. Williams, Selectman

