

SOCIAL MEDIA POLICY

PURPOSE:

This policy establishes guidelines for the establishment and use by the Town of Livermore Falls of social media sites (including but not limited to Facebook and Twitter) as a means of conveying Town of Livermore Falls information to its citizens.

The intended purpose of establishing Town of Livermore Falls social media sites is to disseminate information from the Town, about the Town, to its citizens.

The Town of Livermore Falls has an overriding interest and expectation in deciding what is “spoken” on behalf of the Town on Town social media sites.

For purposes of this policy, “social media” is understood to be content created by individuals, using accessible, expandable, and upgradeable publishing technologies, through and on the internet. Examples of social media include Facebook, blogs, YouTube, Twitter and LinkedIn. For purposes of this policy, “comments” including information, articles, pictures, videos or any other form of communicative content posed on a Town of Livermore Falls social media site.

GENERAL POLICY:

1. The establishment and use by any Town Department on Livermore Falls social media are subject to approval by the Town Manager.
2. Town social media sites should make clear that they are maintained by the Town of Livermore Falls and that they follow the Town’s Social Media Policy.
3. Wherever possible, Town social media sites should link back to the office Town of Livermore Falls website for forms, documents, online services and other information necessary to conduct business with the Town of Livermore Falls.
4. The Town Manager will monitor content on the Town social media sites to ensure adherence to both the Town’s Social Media Policy and the interest and goals of the Town of Livermore Falls.
5. The Town of Livermore Falls reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law. Any content removed based on these guidelines must be retained by the Town Manager for a reasonable period of time, including the time, date and identity of the poster, when available.
6. These guidelines must be displayed to users or made available by hyperlink.
7. The Town of Livermore Falls will approach the use of social media tools as consistently as possible, enterprise wide.
8. The Town of Livermore Falls website at <http://lfme.org> will remain the Town’s primary and predominant internet presence.
9. The Town of Livermore Falls social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
10. Town of Livermore Falls social media sites are subject to the Maine Freedom of Access Act. Any content maintained in a social media format that is related to Town of Livermore Falls business,

including a list of subscribers, posted communication and communication submitted for posting may be a public record subject to public disclosure.

11. Comments on topics or issues not within the jurisdictional purview of the Town of Livermore Falls may be removed.
12. Employees representing the Town of Livermore Falls via Town social media sites must conduct themselves at all times as a representative of the Town of Livermore Falls in accordance with all Town policies.
13. This social media policy may be revised at any time.

Comment Policy:

1. As a public entity the Town of Livermore Falls must abide by certain standards to serve all its' constituents in a civil and unbiased manner.
2. The intended purpose behind establishing Town of Livermore Falls social media sites is to disseminate information from the Town of Livermore Falls, about the Town of Livermore Falls, to its citizens.
3. Comments containing any of the following inappropriate forms of content shall not be permitted on Town of Livermore Falls social media sites and are subject to removal and/or restriction by the Town Manager or his/her designees:
 - a. Comments not related to the original topic, including random or unintelligible comments;
 - b. Profane, obscene, violent, 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 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 campaign or ballot measures;
 - g. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
 - h. Conduct in violation of any federal, state or local law;
 - i. Encouragement of illegal activity;
 - j. Information that may tend to compromise the safety or security of the public or public systems; or
 - k. Content that violates a legal ownership, such as copyright, or any party.
4. A comment posted by a member of the public on any Town of Livermore Falls social media site is the opinion of the commentator or poster only, and a publication of a comment does not imply endorsement of, or agreement with, the Town of Livermore Falls, nor do such comments necessarily reflect the opinions or policies of the Town of Livermore Falls.
5. The Town of Livermore Falls reserves the right to deny access to the Town of Livermore Falls social media sites for any individual, who violates the Town of Livermore Falls Social Media Policy, at any time and without prior notice.
6. When a Town of Livermore Falls employee responds to a comment, in his/her capacity as a Town of Livermore Falls employee, he/she shall not share personal information about himself or herself or other Town of Livermore Falls employees.

7. All comments posted to any Town of Livermore Falls Facebook site are bound by Facebook's Statement of Rights and Responsibilities, located at <http://www.facebook.com/terms.php>, and the Town of Livermore Falls reserves the right to report any violations of Facebook's Statement of Rights and Responsibilities to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.

8.

**TOWN OF LIVERMORE FALLS
SOCIAL MEDIA POLICY – ADOPTION**

By their signatures below, this policy is hereby adopted by the Board of Selectpersons.

Date: 6.15.2021

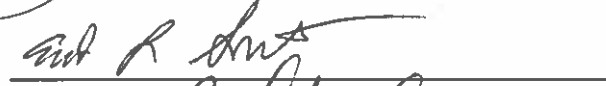
BOARD OF SELECTPERSONS



JEFFREY BRYANT, CHAIR



RODNEY HEIKKINEN



ERNIE SOUTHER



JIM LONG



WILLIAM KENNISTON

TRUE COPY ATTEST

BY 
CLERK
TOWN OF LIVERMORE FALLS