

# Social Media Policy

## Town of Craftsbury, Vermont

### Section 1: Title and Authority.

This policy shall be known as the Town of Craftsbury Social Media Policy (hereafter “policy”). It has been adopted by the Craftsbury Select Board pursuant to 24 V.S.A. §§ 1121, 1122, and 872.

The Select Board reserves the right to amend any of the provisions of this policy for any reason and at any time, with or without notice.

This policy is administered by the Craftsbury Website Committee.

### Section 2: Purpose.

The purpose of this policy is to provide standards and procedures for the appropriate use of municipal social media platforms. This policy gives direction to municipal employees, elected officials, volunteers, appointees, public bodies, and other authorized users of municipal social media. This policy also creates guidelines for any public user who accesses or posts content on the municipality’s social media.

While this policy generally applies to the most popular platforms (Facebook, YouTube, Instagram, Snapchat, Twitter), we acknowledge that social media is an evolving communications tool and that new platforms may become available over time. The municipality may utilize social media to communicate information related to the business of the municipality directly to the public as well as to provide members of the public the opportunity to post content or participate in discussions concerning municipal business, including operations and services provided by the municipality. The municipality encourages the use of social media to further the goals of the municipality, the missions of its departments and public bodies, and to contribute to the overall vibrancy of its community and degree of participation by its citizenry, where appropriate.

The municipality has an overriding interest and expectation in deciding what is published on behalf of the municipality through social media and in establishing guidelines for the use of municipal social media by municipal officials and the public.

## Section 4: Conduct of Municipal Officials.

Those persons designated and authorized to utilize municipal social media do so with the understanding that they represent the municipality via social media outlets and must always conduct themselves appropriately. Municipal officials must also consider content carefully, understanding that it will be widely accessible, not retractable, and retained or referenced for a long period of time. The municipality expects its officials to be truthful, courteous, and respectful toward their colleagues, residents, customers, members of the general public, and other persons associated with or who do business with the municipality.

Municipal officials' use of municipal social media shall comply with this policy as well as with the municipality's personnel and any other relevant policies, its charter provisions, rules, and regulations. This includes any use of municipal social media from outside of the workplace.

**Official Use of Municipal Social Media Platforms.** Municipal officials who use municipal social media in their official capacity, in the scope of their employment or while on duty, whether as an administrator or as a responder to content, must:

- Make the official's name and title available when they post content in their capacity as a municipal official.
- Keep postings factual, accurate, and up to date. If a mistake is made, admit to it and post a correction as soon as possible.
- Reply to content in a timely manner when a response is appropriate. When disagreeing with others' opinions or providing content, be sure that the content is meaningful, respectful, and relevant.
- Never post content on anything related to legal matters, litigation, or any parties with whom the municipality may be in litigation without prior specific approval from Craftsbury Select Board.
- Municipal officials are expressly prohibited from disclosing any information via content posted to municipal social media that may be confidential.
- Refrain from expressing personal opinions or positions regarding policies, programs, or practices of the municipality, its officials, or other public agencies, political organizations, private companies, or non-profit groups. Under no circumstances should a municipal official post, or direct another municipal official to post, a personal opinion or statement held by an individual municipal official.
- Never engage in name-calling or personal attacks or other behavior that may be considered to be demeaning.

Information posted to municipal social media is public and is subject to Vermont's Public Records Law, Open Meetings Law, and all other applicable laws, rules, policies, municipal charter provisions, and



## Section 6: User Content: Rules and Guidelines.

This section applies to all users who access or post, create, share, distribute, or transmit content on municipal social media. The rules and guidelines apply to all municipal social media. This section's provisions governing user content on municipal social media and its terms of use shall be displayed (or made available by hyperlink from the municipality's official website) on all municipal social media platforms that have been designated in Section 5 of this policy as a limited public forum. Users from the general public shall be informed that agreeing to its terms is a prerequisite to participating in the municipality's social media. The rules and guidelines to display as applicable and relevant are as follows:

### Terms of Use

The purpose of this site is to discuss matters of public interest in and to the municipality as identified and raised by the municipality. The municipality encourages the general public to submit content, but it must address the specific topic(s) discussed. This is a forum limited to the specific topics identified and raised by the municipality. By virtue of such use, users who submit content to this social media platform agree that they have read, understand, and agree to the following terms and conditions:

1. I am submitting content voluntarily and on my own behalf;
2. The content I post reflects my own original thoughts or work;
3. I understand that the municipality has the right to re-post or share any content that I submit on this or other municipal social media;
4. I have read and understand the policy, including the right of the municipality to remove or archive content as described in this policy and as may be allowed by law;
5. I understand that any content I provide will be considered a public record under Vermont's Public Records Law;
6. I understand and agree that, unless specifically identified as a resource for receiving requests for information under Vermont's Public Records Law, municipal social media platforms are not proper vehicles for making requests for public information or public records under Vermont law, and any such requests must be made to the appropriate custodian of the record(s);
7. I understand and agree that my and others' content is subject to removal, in whole or in part, from this site if my or their content violates the conditions of this policy;
8. I understand that the views and content expressed on this site only reflect those of the content's author, and do not necessarily reflect the official views of the municipality or its municipal officials;

- personally identifiable information or sensitive personal information that, if released, violates federal or state law;
- disruptively repetitive content;
- conduct or encouragement of illegal activity;
- information that may tend to compromise the safety or security of the public or public systems;
- information that directly interferes with or compromises ongoing investigations, public safety tactics, or the safety of public safety officers;
- malicious or harmful software (malware);
- defamatory or personal attacks;
- threats of violence or threats to public safety;
- confidential, private, or exempt information or records as defined by state or federal law;
- conduct that violates any federal, state, or local law;
- copyrighted materials in violation of state or federal law; or
- content that is clearly unrelated to the subject matter of any post made on the platform by or on behalf of the municipality.

The municipal social media moderator is authorized to remove content or links that do not conform with the requirements of this policy in a viewpoint neutral and consistent manner. The municipality will not edit or delete any content unless authorized by this policy or allowed by law. Users should understand that third parties having control of a social media platform may edit or delete content independently of the municipality and without the consent, authority, or control of the municipality.

Users who violate this policy may be temporarily or permanently restricted from accessing municipal social media. The municipality reserves the right to deny any user who repeatedly violates this policy access to posting to municipal social media. To appeal the editing or removal of content or the restriction of access to a municipal social media platform, the user must submit a written statement to the municipal social media moderator. The statement should provide grounds for reinstatement of access to or right to publish the edited or removed content. Requests will be addressed in a reasonably timely manner; content or access, as applicable, will be restored if it is determined that the grounds for reinstatement are sufficient. A statement that the user will abide by this policy in the future may be sufficient. The municipal social media moderator's decision to an appeal will note the basis for the decision. If the user is unsatisfied with the decision, they may appeal to the Craftsbury Select Board, who will render a reasonable timely response noting the basis for the decision. The decision by the Craftsbury Select Board shall be the final administrative decision of the municipality.



### Section 11: Public Records Law – Retention.

Municipal officials must comply with Vermont’s Public Records Law when using municipal social media. Relevant records retention schedules apply to content on the official municipal website as well as to municipal social media. Content posted or submitted for posting shall be retained pursuant to Vermont’s Public Records Law in its standard format and in accordance with applicable disposition orders and retention schedules as established by the Vermont State Archivist and be available for copying and inspection during customary business hours.

Any content edited or removed by the municipal social media moderator must be retained in accordance with the relevant public records retention schedule.

### Section 12: Open Meeting Law – Compliance.

Municipal officials must comply with Vermont’s Open Meeting Law when using municipal social media. All posts by members of the municipality’s public bodies that relate to municipal business are subject to the Open Meeting Law. Members (elected or appointed) of any municipal public body should refrain from using municipal social media to discuss the business of the public body or to take official action in violation of the Open Meeting Law. A member of a public body who “likes,” “shares,” “tweets,” or otherwise engages in another member’s content on municipal social media may be communicating municipal business and the Open Meeting Law may apply. Furthermore, members of public bodies should refrain from posting content on or responding to inquiries related to quasi-judicial matters within the subject matter jurisdiction of their respective public bodies.

Members of municipal public bodies may utilize municipal social media for gathering public input and fostering public discussion related to the role with which the public body has been charged by statute or the Craftsbury Select Board provided that the use is authorized in accordance with Vermont law and conforms to this policy.

Information posted by the municipality on its social media will supplement, not replace, required notices and standard methods of providing warnings, postings, and notifications required to be made with regard to public meetings and hearings under Vermont law.

### Section 13 – Enforcement against Municipal Officials.

Employees found in violation of this policy may be subject to disciplinary action, up to and including termination of employment in compliance with the municipality’s personnel policy, employment contract, or collective bargaining agreement, as appropriate.

Appointees and volunteers found in violation of this policy may be subject to removal from their respected public posts.

Addendum A: Acknowledgement of Official Use by Municipal Officials

I, Michelle Warren, acknowledge that:

- A. I have received a copy of the Town of Craftsbury's Social Media Policy on 9/21/21 and it is my responsibility to familiarize myself with its contents;
- B. I understand that it is my responsibility to ask questions if there is anything in the policy that I do not understand;
- C. I understand that this policy replaces any and all prior versions and that the Town of Craftsbury reserves the right to add, amend or discontinue any of the provisions of this policy for any reason or none at all, in whole or in part, at any time, with or without notice;
- D. I acknowledge that I understand this policy and I agree that I will comply with all its provisions.

Michelle Warren

*Municipal Official's Signature*

10/1/21

*Date*