



## **Town of Thompson Social Media Policy**

### **1.0 Purpose:**

This policy establishes guidelines for the creation and use of the Town of Thompson's social media sites for work related purposes as a means of sharing Town information to its citizens. This pertains to the Town's departments, boards, commissions, appointed and elected officials, and employees. The Town recognizes social media has a direct connection to freedom of speech. This policy is intended to respect the first amendment and to provide guidance for administration and falls under the governing policies of the Town of Thompson.

For the purposes of this policy, social media is understood to be content created or shared by the Town of Thompson using various technologies through the internet. Examples of social media include but are not necessarily limited to: Facebook, Twitter, LinkedIn, Instagram, Snapchat, and Pinterest.

This policy can be found on the Town's website, [www.thompsonct.org](http://www.thompsonct.org) for members of the general public who choose to use the Town's social media sites.

### **2.0 General Policy:**

All Town of Thompson social media sites adhere to all applicable federal, state, and local laws, regulations and policies. All individuals representing the Town via social media outlets must conduct themselves at all times in a professional manner as a representative of the Town. The Town's social media sites are limited public forums and are moderated and reviewed by Town staff. The Town reserves the right, in its sole discretion, to remove any posts that contain:

- a. Profanity, discriminatory language, or inappropriate language or content that violates this policy as well as political or religious statements;
- b. Comments that promote, foster, or perpetuate discrimination on the basis of creed, color, age, religion, gender, marital status, national origin, physical or mental disability or sexual orientation;
- c. Pictures or videos of individuals without express legal consent;
- d. For profit posts or advertisements;
- e. Content that is confidential, contains personal information, or not public under the Connecticut Freedom of Information Act; and
- f. Information that is not related some way to the Town of Thompson

### 3. Employee Use of Social Media Sites:

#### Use of Town Social Media Sites:

- Town equipment and social media accounts are for business use.
- The employee should have no expectation of privacy in the workplace including in his or her electronic communications, specifically including those made to or from social media sites.
- The employer can monitor all activity on the system.

#### Use of Non-Town related Social Media Sites:

The Town recognizes that its employees have the right to speak out as citizens on matters of public concern. The Town further recognizes that its policies may not prohibit employees from engaging in lawful activities, including any rights they may have to engage in protected or political activities on non-Town related social media sites.

### 4. Administration of Town Social Media Sites:

A First Selectmen's designee, the Town Clerk, and one other designee will be administrators of the Town's general social media sites. The Recreation Department and the Public Library administer their own sites following the same guidelines outlined in this policy.