



TOWN OF KITTERY SOCIAL MEDIA USE & MANAGEMENT POLICY

Purpose:

This policy provides guidelines for the establishment and use of social media sites by the Town of Kittery, (including but not limited to Facebook, Instagram, Twitter and LinkedIn) as a means of conveying Town of Kittery information to its residents.

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

The Town of Kittery 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, TikTok and LinkedIn. For purposes of this policy, “comments” include information, articles, pictures, videos or any other form of communicative content posted on a Town of Kittery social media site.

General Policy:

1. The establishment and use by any Town Department of Kittery 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 Kittery and that they follow the Town’s Social Media Use & Management Policy.
3. Wherever possible, Town social media sites should link back to the official Town of Kittery website for forms, documents, online services and other information necessary to conduct business with the Town of Kittery.
4. The Communications Director will monitor content on Town social media sites to ensure adherence to both the Town’s Social Media Use & Management Policy and the interest and goals of the Town of Kittery.
5. The Town of Kittery reserves the right to restrict or remove any content that is deemed in violation of this Social Media Use & Management Policy or any applicable law. Any content removed based on these guidelines must be retained by the

Communications Director 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 Kittery will approach the use of social media tools as consistently as possible, enterprise wide.
8. The Town of Kittery's website at www.kitteryme.gov will remain the Town's primary and predominant internet presence.
9. The Town of Kittery social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
10. Town of Kittery 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 Kittery 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 Kittery may be removed.
12. Employees representing the Town of Kittery via Town social media sites must conduct themselves at all times as a representative of the Town of Kittery 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 Kittery must abide by certain standards to serve all its' constituents in a civil and unbiased manner.
2. The intended purpose behind establishing Town of Kittery social media sites is to disseminate information from the Town of Kittery, about the Town of Kittery, to its residents and community members.
3. Comments containing any of the following inappropriate forms of content shall not be permitted on Town of Kittery social media sites and are subject to removal and/or restriction by the Communications Director or their 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, ethnicity, sex or gender identity, sexual orientation, age, religion, abilities or socio-economic status.

- d. Defamatory or personal attacks;
 - e. Threats to any person or organization;
 - f. Solicitation of commerce, including but not limited to advertising of any business or product for sale whose mission does not align with the Town;
 - 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 or security of the public or public systems; or
 - j. Content that violates a legal ownership, such as copyright, or trademark of any party.
4. A comment posted by a member of the public on any Town of Kittery 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 by, the Town of Kittery, nor do such comments necessarily reflect the opinions or policies of the Town of Kittery.
5. The Town of Kittery reserves the right to deny access to the Town of Kittery social media sites for any individual, who violates the Town of Kittery's Social Media Use & Management Policy, at any time and without prior notice.
6. When a Town of Kittery employee responds to a comment, in their capacity as a Town of Kittery employee, they shall not share personal information about themselves or other Town of Kittery employees.
7. All comments posted to any Town of Kittery Facebook site are bound by Facebook's Statement of Rights and Responsibilities, located at <http://www.facebook.com/terms.php>, and the Town of Kittery reserves the right to report any violation of Facebook's Statement of Rights and Responsibilities to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.

With the signature below, this policy is adopted by the Town Manager.



Kendra Amaral
Town Manager

February 22, 2023

Date