

TOWN OF RENSSELAERVILLE SOCIAL MEDIA POLICY

I. GENERAL POLICY

- A. As used herein, “social media” refers to the creation and exchange of information through Internet-based applications such as Facebook, Twitter and other similar sites.
- B. The Town shall maintain only such social media sites as are approved by the Town Board.
- C. The Town’s social media sites shall be administered solely by those employees approved for such by the Town Board.
- D. All Town social media sites shall use authorized Town contact information for account setup, monitoring and access.
- E. The Town may terminate any of its social media sites at any time without notice.
- F. The Town’s social media sites shall comply with use rules and regulations required by the site provider, including privacy policies.
- G. The Town of Rensselaerville reserves the right to change, modify, or amend all or part of this policy at any time.
- H. A link to this policy shall be posted on all Town social media sites.

II. CONTENT GUIDELINES

- A. The Town’s social media sites shall be utilized by the Town solely to convey information about the Town. Posting shall be made only by authorized Town employees.
- B. Any content maintained on a Town social media site, including a list of subscribers or followers, may be considered a public record and subject to public disclosure.
- C. Postings shall be limited to public information and shall not contain confidential information as defined by any applicable law or policy.
- D. All persons representing the Town on its social media sites shall conduct themselves at all times as professional representatives of the Town and in a manner consistent with all Town policies.
- E. Town social media sites may contain content such as advertisements or hyperlinks over which the Town has no control. The Town does not endorse any hyperlink or advertisement placed on its social media sites by the social media site's owners, vendors, or partners.