

SOCIAL MEDIA POLICY

Purpose:

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

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

The Town of Livermore 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, though and on the Internet. Examples of social media include Facebook, blogs, YouTube, Twitter and LinkedIn. For purposes of this policy, “comments” include information, articles, pictures, videos or any other form of communicative content posed on a Town of Livermore social media site.

General Policy:

1. The establishment and use by any Town department of Livermore social media are subject to approval by the Administrative Assistant.
2. Town social media sites should make clear that they are maintained by the Town of Livermore and that they follow the Town’s Social Media Policy.
3. Wherever possible, Town social media sites should link back to the official Town of Livermore website for forms, documents, online services and other information necessary to conduct business with the Town of Livermore.
4. The Administrative Assistant 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.
5. The Town of Livermore 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 Administrative Assistant 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 will approach the use of social media tools as consistently as possible, enterprise wide.
8. The Town of Livermore’s website at <http://livermoremaine.org> will remain the Town’s primary and predominant internet presence.

9. The Town of Livermore social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
10. Town of Livermore 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 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 may be removed.
12. Employees representing the Town of Livermore via Town social media sites must conduct themselves at all times as a representative of the Town of Livermore 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 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 social media sites is to disseminate information from the Town of Livermore, about the Town of Livermore, to its citizens.
3. Comments containing any of the following inappropriate forms of content shall not be permitted on Town of Livermore social media sites and are subject to removal and/or restriction by the Administrative Assistant 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 campaigns 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 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 Livermore, nor do such comments necessarily reflect the opinions or policies of the Town of Livermore.
 5. The Town of Livermore reserves the right to deny access to the Town of Livermore social media sites for any individual, who violates the Town of Livermore's Social Media Policy, at any time and without prior notice.
 6. When a Town of Livermore employee responds to a comment, in his/her capacity as a Town of Livermore employee, he/she shall not share personal information about himself or herself or other Town of Livermore employees.
 7. All comments posted to any Town of Livermore 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 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.

TOWN OF LIVERMORE
SOCIAL MEDIA POLICY – ADOPTION

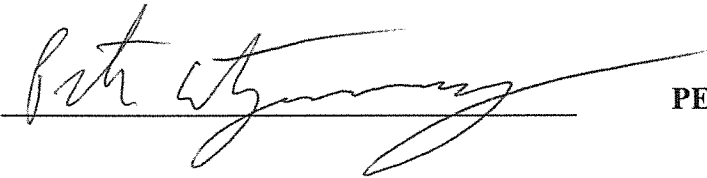
By their signatures below this policy is hereby adopted by the Board of Selectpersons.

Date: Nov. 3, 2014

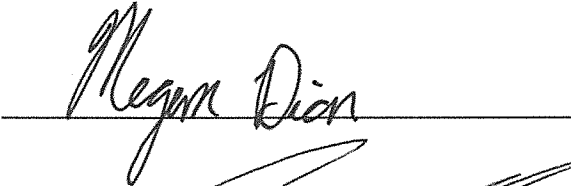
BOARD OF SELECTPERSONS



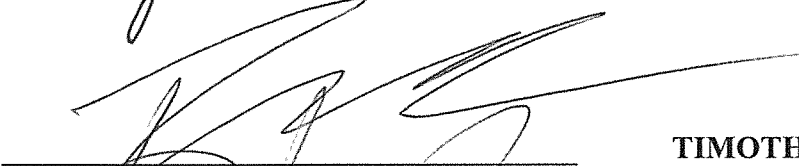
MARK CHRETIEN, CHAIR



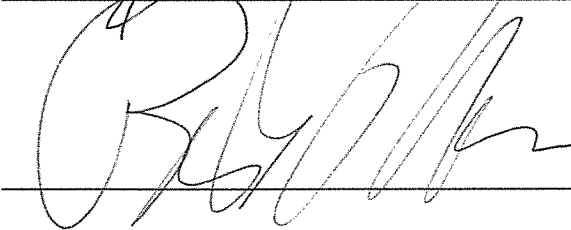
PETER CASTONGUAY



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TIMOTHY KACHNOVICH



RODNEY NEWMAN