

TOWN OF WATERBURY

Social Media Policy

Purpose

The Social Media Policy of the Town of Waterbury provides standards and guidance for the appropriate use of social media by all municipal employees who may find the need to use social media to provide information to the public in the course of their day to day work. For the purpose of this policy, Social Media shall be defined to include Facebook, Twitter, Instagram, LinkedIn, Snapchat, Pinterest, and all similar platforms that exist. This list is not exhaustive, but reasonably represents commonly known platforms for social media exchanges.

For the purpose of this policy, “use” or “publish” will mean electronic interaction, communication and information sharing by employees or volunteers with other employees, with individuals or with the public at large via social media, for example:

- Comments
- Ratings
- Messages
- Status Updates
- Photographs
- Graphics
- Audio files
- Videos
- Text files
- Presentations
- PDFs
- Any other mechanism that is published, posted to, downloaded from or accessible from a variety of social media.

1.0 Social Media Sites

1.1 Social Media site is defined:

1.1.1 As an electronic vehicle for distributing time-sensitive information as quickly as possible (i.e.: canceled swim lessons due to weather, change in an event in the park, etc.)

1.1.2 As an electronic vehicle for marketing and promotion of services or events.

1.2 Designation of social media site administrators

- 1.2.1 The Municipal Manager will assign all 'usernames' and passwords to employees or volunteers authorized to use social media and shall have authority to amend, remove or may cause to amend or remove postings or content from any social media site, at any time.
- 1.2.2 The Recreation Director will be the administrator responsible for all social media postings pertaining to Recreation Department programs, activities or information about the same.
- 1.3 Commenting on social media sites
 - 1.3.1 If comments are turned on, the information section of the social media site shall state a comment policy with the following disclaimer: *"Comments posted to this page will be monitored. The Town of Waterbury, through its municipal manager or designated administrators, reserves the right to remove inappropriate comments including those that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, support or oppose political candidates or ballot propositions, promote illegal activity, promote commercial services or products not topically related to the initial posting or if the posting is otherwise deemed to be not in the public's interest."*
 - 1.3.2 The site administrator will only respond to comments that address the initial posting, recreation activities hosted by the department, or related inquiries.
- 1.4 Posting on Social Media Sites
 - 1.4.1 Establishing a social media vehicle and presence requires a serious time commitment and while there is no minimum number of postings to a site can be established, it is important that the social media site remain active once created.
 - 1.4.1.1 Facebook should be posted to at least once a week, but not more than twice a day (unless a special event or announcement requires)
 - 1.4.1.2 Instagram should be posted to at least once a week, but no more than five times a day.
 - 1.4.2 A site administrator, while posting to a Social Media Site used to disseminate information pertaining to Waterbury Municipal Government, its officials, programs or activities, shall not post on the following: personal opinions, personal information, private information, information that could reflect on the town or an individual in a negative fashion, and any type of posting that is stated in section 1.3.1
 - 1.4.3 All posts must be accurate and relevant to the town, its departments or programs and activities conducted by the town or organizations closely affiliated with the town.
 - 1.4.4 All posts must fall under one of the two categories listed in section 1.1

- 1.4.5 All posts containing statistics or like-information must be backed up by credible sources and copyright and fair use laws must be respected and followed.