

SOCIAL MEDIA/WEBSITE POLICY

PURPOSE:

This policy establishes guidelines for the establishment and use by the Town of Greene social media sites which included and not limited to Facebook, Twitter, LinkedIn, etc.

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

The Town of Greene has an overriding interest and expectation in deciding what is “spoken” on behalf of the Town of Greene on Town social media sites.

For purposes of the policy, it is understood to be content created by individuals, using accessible, expandable and upgradeable publishing technologies, through and on the Internet. For purposes of this policy, “comments” include information articles, pictures, videos or any other form of communicative content posted on a Town of Greene social media site.

All passwords, codes and other means of physical or electronic access to the Town’s Electronic systems are the property of the Town and may not be shared with any other person. Employees are expressly prohibited from sharing their passwords with anyone inside or outside of the Town, except in circumstances authorized by the Town Manager. Employees are prohibited from attempting to use the password for any other employee unless expressly approved by the Town Manager.

GENERAL POLICY:

1. The establishment and use by any Town department of Greene 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 Greene and that they follow the Town’s Social Media/Website Policy.
3. Wherever possible, Town social media sites should link back to the official Town of Greene website for forms, documents, online services and other information necessary to conduct business with the Town of Greene.

4. The Town Manager will monitor content on the Town social media sites to ensure adherence to both the Town's Social Media/Website Policy and the interest and goals of the Town of Greene.
5. The Town of Green reserves the right to restrict or remove any content that is deemed in violation of the Social Media/Website Policy or any applicable law. Any content removed based on these guidelines must be retained by the Town Manager 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 Greene will approach the use of social media tools as consistently as possible, enterprise wide.
8. The Town of Greene's website at TownOfGreene.net will remain the Town's primary and predominant internet presence.
9. The Town of Greene social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
10. Town of Greene social media sites are subject to the Maine Freedom of Access Act.
11. Comments on topics or issues not within the jurisdictional purview of the Town of Greene may be removed.
12. Employees representing the Town of Greene via Town social media sites must conduct themselves at all times as a representative of the Town of Greene accordance with all Town policies.
13. This social media/website policy may be revised at any time.

COMMENT POLICY:

1. As a public entity the Town of Greene must abide by certain standards to serve all its' constituents in a civil and unbiased manner.
2. The intent purpose behind establishing Town of Greene social media/website sites is to disseminate information from the Town of Greene, about the Town of Greene, to it's citizens.
3. Comments containing any of the following inappropriate forms of content shall not be permitted on Town of Greene social media and/or website and are subject to removal and/or restrictions by the Town Manager.
 - a. Comments not related to the original topic, including random or unintelligible comments;
 - b. Profane, obscene, violet, or pornographic content and/or language;
 - c. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, gender identity, or national origin;

- d. Defamatory or personal attacks;
 - e. Threats to any person or organizations;
 - f. Solicitation of commerce, including but not limited to advertising of any business or product of sale;
 - 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 any party.
4. A comment posted by a member of the public on any Town of Greene sites 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 Greene, nor do such comments necessarily reflect the opinions or policies of the Town of Greene.
 5. The Town of Greene reserves the right to deny access to the Town of Greene social media sites for any individuals, who violates the Town of Greene's Social Media/Website Policy at any time and without prior notice.
 6. When a Town of Greene employee responds to a comment, in his/her capacity as a Town of Greene employee, he/she shall not share personal information about him/herself or other Town of Greene employees.
 7. All comments posted to a Town of Greene Facebook site are bound by Facebooks' Statement of Rights and Responsibilities, located at <http://www.facebook.com/terms.php>, and the Town of Greene reserves the right to report any violation of Facebook's Statements of Rights and Responsibilities to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.

PURPOSE OF THE WEBSITE:

The purpose of the website is to provide timely information to citizens and other parties regarding municipal services and activities in the Town of Greene and to promote the public health, safety and welfare of residents. The Town of Greene homepage is not intended to be a forum for expressive activity by members of the public or by government officials; instead it should provide neutral information and date and links which do not espouse specific views. The Town of Greene website will be operated within the Town Office. Town of Greene's website will be maintained in the town office by approved employee(s).

WEBSITE OPERATIONS:

The Town Manager may delegate authority to operate the website to an individual as the Site Administrator. The Administrator will be responsible for timely uploading, screening and updating material with the oversight of the Town Manager. Website will be updated on a weekly basis.

WEB LINKS:

All links will be authorized by the Town Manager prior to posting. All requests for links must be in writing through the “contact us” section of the Town website. Links must be information specifically of interest to the Town.

The Town website will not provide links to sites that promote or exhibit bias, discrimination, pornography, libelous or otherwise defamatory content. The Town website will not link to websites or blogs where anonymous commenting is permitted.

The Town Manager reserves the right to determine how and where the external links will appear on its website.

WEBSITE PRIVACY POLICY:

The Town of Greene does not capture personal information about visitors to our website without their permission. We endeavor to collect only the minimum amount of information needed to meet the purposes for which the website was created.

PUBLIC DISCLOSURE:

All information collected on the Town of Greene’s website including online form submissions and emails generated to and from email links will be treated the same as any written communications and is subject to the confidentiality and public disclosure provisions of 1 MRSA, Chapter 13.

PERSONALLY IDENTIFIABLE INFORMATION:

“Personally identifiable to that specific individual. It includes, for example, an individual’s name, street address, email address, or phone number.

Personally identifiable information will not be collected unless someone voluntarily sends an email message or fills out and sends an online form. The choice not to participate in these activities will not impair anyone's ability to access certain information or obtain a service online.

Unless specifically protected under state law, any information provided may be inspected by the public or disclosed in a legal proceeding. This includes personally identifiable information submitted by Town staff for staff purposes.

EMAIL SENDERS:

Email messages, sent to the Town of Greene address, will be treated the same as any other written communication. They are subject to public inspection or legal disclosure are saved in accordance with Maine statutes.

Email sent using the "Contact Us" feature of municipal website are public records. Emails sent to the Town's elected officials as a group and to other standing boards and commissions may be posted on the Town website for viewing by any party. Responses of individual elected officials or appointed officials are not posted on the website unless they official specifically directs them to the online are for emails. All emails are available, by request to the Town Manager.

ELECTRONIC FORM FILERS:

Any other information provided by a visitor to the Town of Greene website, such as the completion and electronic filing of a form, will be considered to be voluntarily provided by the visitor and will be treated in the same manner as information provided in written form or in person during a visit to the Town Office. Information provided may be subject to public inspection and legal disclosure and may be saved for a period of time before it is destroyed. It may be shared with anyone who requests it.

INFORME SUBSCRIBERS:

The Town of Greene links to the "Rapid Renewal" online vehicle re-registration process offered by the State of Maine through InforME (Information Resource of Maine). The files downloaded from the State update our vehicle history file, which includes all the information on a vehicle registration including fees.

We, the Town, are not allowed to give information regarding vehicle registrations. We refer anyone who requests such information to the State of Maine Bureau of Motor Vehicles.

DISCLAIMER:

Neither the Town of Greene, nor any officer or employee of the Town of Greene warrants the accuracy, reliability or timeliness of any information published on the Town of Greene website, nor endorses any products or services linked from the system, and shall not be held liable for any losses caused by reliance on the accuracy, reliability or timeliness of such information. Portions of the information may be incorrect or not current. Any person or entity that relies on any information obtained from this system does so at his or her own risk.

Various websites may be linked through the Town of Greene website. Visitors to those sites are advised to check the privacy statements of those sites and be cautious about providing personally identifiable information without a clear understanding of how the information will be used. This Privacy Statement does not apply to linked sites that are not affiliated with the Town of Greene.

ADOPTED ON:_____

Anthony Reny, Chair

Donald Bedford

Kevin Mower

Glenn Chateauvert

John Soucy