

## **TOWN OF NEW LISBON SOCIAL MEDIA POLICY**

### **DEFINITION OF SOCIAL MEDIA**

Social Media includes internet and mobile-based tools for sharing information widely but does not include email<sup>1</sup>, text messaging, voicemail, webconferencing, or other tools designed to deliver or exchange information to or with one or a limited number of specified persons. Social Media may, e.g., take the form of:

- a.) Facebook
- b.) Twitter
- c.) Podcasts
- d.) Online Forums
- e.) Message boards
- f.) Photo or video sharing apps or programs
- g.) Real-time communications (Video chat)

### **CONTENT GUIDELINES**

When using Town of New Lisbon Social Media accounts or when acting in the capacity of or presenting oneself as an employee, agent, or representative of the town, employees, agents and other representatives of the town will act and conduct themselves according to the highest possible ethical standards. A summary of the key points of ethical Social Media conduct are set forth below:

1. Confidentiality: Town employees must protect all Town of New Lisbon information that is considered non-public in nature, per Town of New Lisbon policies pertaining to information classification and disclosure.
2. Social Media content shall respect the identity and protection of citizens. In keeping with this requirement, content shall not contain discriminatory, sexual, profane or defamatory remarks.
3. Social Media content shall be known or reasonably believed to be factual and accurate.
4. Use of Social Media shall be consistent with transparency and openness.
5. Credible sources of information published as Social Media content shall be linked or otherwise cited when possible.
6. Erroneous or inaccurate material shall be corrected as soon as possible.
7. Content shall be tailored to protect citizen privacy.
8. Content shall be in compliance with all laws, including copyright laws, and shall not comprise or encourage illegal activity.
9. Content shall not act to endorse or directly advertise any business.
10. Content shall be topically relevant to the Town of New Lisbon.
11. Content may not be used to solicit or promote any religious or political causes.

The appearance of external links or the use of third-party applications on the Town's social media pages does not constitute official endorsement on behalf of the Town of New Lisbon. Content posted to any of the Town of New Lisbon's social media accounts are subject to all applicable local, state and federal laws.

The Town assumes no obligation or responsibility and hereby disclaims any obligation or responsibility to monitor, remove, or modify content posted to its Social Media accounts. However, the town reserves the right, through its Department Heads, to remove content that is or may reasonably be considered to be in conflict with these Guidelines. Appeals of such decisions may be made to the Town Board whose decision on such matters shall be final. Failure to remove content does not indicate agreement with or approval of such content.

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<sup>1</sup> This policy does not replace or amend the town's E-mail Policy.

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This policy does not apply to content posted by employees or non-employees on personal Social Media accounts. However, what an employee publishes on personal Social Media accounts should never be attributed to the Town and should not appear to be endorsed by or originated from the Town. If an employee chooses to list his/her work affiliation on a personal Social Media account or in content posted to Social Media, then that employee is deemed to be acting in the capacity of or presenting himself or herself as an employee, agent, or representative of the town and must follow these Guidelines.

Violations of this Policy may result in disciplinary action, including termination. Where no policy or guidelines exist, employees should use their professional judgment and take the most prudent action possible. Employees should consult with their Department Head if they are uncertain or need clarification about this Policy.