

TOWN OF NEW WINDSOR

RESOLUTION NO. 09-02-15

WHEREAS, the Mayor and Council of the Town of New Windsor recognizes that the widespread use of the internet and social media systems has changed the nature of communication; and

WHEREAS, THE Town also recognizes that these new forms of discussion result in a need for a uniform policy with regard to their use;

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE TOWN OF NEW WINDSOR, THAT THE FOLLOWING POLICY IS HEREBY ADOPTED.

TOWN OF NEW WINDSOR

SOCIAL MEDIA POLICY

The Town of New Windsor understands that the widespread use of the internet has changed the nature of communication, and believes that the use of social media can help inform the citizens of the Town and other interested individuals.

The Town of New Windsor recognizes that social media tools present both possibilities and challenges. They allow dialogue between the Town and the public in a timely and accessible format, but carry with them the risk of being a forum for inappropriate comments or activity. To guide the Town and its citizens in the use of these tools, the following Social Media Policy has been adopted.

Definitions

Social Media: the various web sites and activities that integrate technology, social interaction, and content creation. By way of example, but not limitation, some commonly used social media sites are Facebook®, Twitter®, MySpace™, YouTube®, Flickr®, and LinkedIn®.

Town e-mail account: an e-mail account provided or approved by the Town of New Windsor, which is used for official business.

Town Social Media/Networking Site: a website or social media tool which has been created, reviewed and approved for use by the Mayor and/or designee.

Post: a message/blog submitted by the Administrator including, but not limited to text, videos, photographs, graphic links, computer applications, etc.

Administrator: the individual designated by the Town of New Windsor to submit posts for official purposes and to review comments to assure compliance with this policy.

Comments: visitor submitted statements, replying to a post or offering.

Operational Guidelines

1. The purpose of the Town of New Windsor Facebook page and other social media is to present matters of public interest to Town residents, businesses, visitors and other interest parties. The Town intends to create an open discussion regarding municipal activities' and services, and to encourage helpful and useful comments. All use of social media by the Town and its employees shall be consistent with applicable federal, state, and local laws, regulations and policies, including all information technology security policies.
2. The Mayor and Council must approve the creation of any official Town social media site to serve the Town.
3. Social media shall be used for:
 - a. Disseminating time-sensitive information as quickly as possible (i.e., emergency information meeting notices, public hearings, etc.);
 - b. Communicating and receiving feedback from Town residents and businesses;
 - c. Marketing and promoting the information about the Town to the widest possible audience;
4. The Administrator will be responsible to post items to social media. Visitors will have the ability to comment on posts;
5. When possible, content posted to Town social media sites shall contain links directing visitors to the Town's official website for more information, forms, documents or online services;
6. The Town, at its sole discretion, reserves the right to delete submissions that violate the Visitor Guidelines provisions of this policy;
7. The Town's social media sites are subject to the Maryland Public Information Act. All posts and comments are open for public disclosure.

Visitor Guidelines

1. The Town welcomes you and your comments to the Town of New Windsor, Maryland Facebook page. The purpose of this site is to present matters of public interest in the Town to its many residents, businesses and visitors. We encourage you to submit your questions, comments and concerns. Please note that this is a moderated page; all comments will be reviewed for appropriate content. We recognize that the web is a 24/7 medium and your comments are welcome at any time. However, given the need to manage our staff resources (your tax dollars) we will generally moderate comments between 9:00 A.M. and 3:00 P.M., Monday through Friday, excluding holidays.

2. Please stay on topic and show respect to those who will read your comments. The Town reserves the right to determine which comments are acceptable. The Town does not discriminate against any views, but has an obligation to all visitors to its social media sites. Comments containing any of the following shall not be allowed:

- a. Comments containing vulgar or profane language;
- b. Sexual content or links to sexual content;
- c. Comments which promote, foster or perpetuate discrimination on the basis of race, creed, color, age, religion, gender, marital status, national origin, genetics, status with regard to public assistance, physical or intellectual disability or sexual orientation;
- d. Personal attacks of any kind;
- e. Links or other solicitations of commerce or business activity;
- f. Comments which encourage or advocate illegal activity;
- g. Comments which promote particular services, products or political activity;
- h. Content that violates a legal ownership interest of any other party, such as a copyright or trademark;
- i. Comments which include personally identifiable medical information;
- j. Information that may compromise the safety and security of the public or public systems;

- k. Comments not topically related to the social media article being commented on;
- l. Content that violates another person's right to privacy.

3. Comments or questions on social media do not serve as formal requests for Town service and responses have to be general. Any resident needing a specific response from the Town should call Town Hall.

4. This site may not be used for the submission of any claim, demand, formal or informal complaint, or any other form of legal and/or administrative notice or process, or for the exhaustion of any legal or administrative remedy.

5. Communication via the internet, whether e-mail or social networking sites, is all a public record. Information provided in comments may be publicly available on Facebook and the privacy policies of Facebook apply. Please do not include personal details in your posts or comments. The Town of New Windsor disclaims any liability for any loss or damage resulting from any comments posted on this page.

Comments

If you would like to learn about the Town of New Windsor, Maryland, please visit our website: www.newwindsormd.org. If you have a specific question or concern, please contact the Town office at 410-635-6575 or info@NewWindsorMd.org.

WITNESS my signature and the Seal of the Town of New Windsor this 2nd day of September, 2015.

Introduced this 2nd day of September, 2015.

ATTEST:

**MAYOR AND COUNCIL OF THE
TOWN OF NEW WINDSOR**

Donna Alban
Donna Alban, Clerk/Treasurer

Neal C. Roop
Neal C. Roop, Mayor

Effective September 2, 2015

Approved as to form and
legal sufficiency:

Michelle M. Ostrander
Michelle M. Ostrander
Town Attorney

