

Town of Schroon Social Media Policy

Purpose

This policy establishes guidelines for the use of social media platforms by the Town of Schroon as a means of conveying Town of Schroon (“Town”) information to its citizens. For purposes of this policy, examples of social media include Facebook, YouTube, and Twitter. These guidelines include, but are not limited to, the Town web site and any social media platforms. The intended purpose for establishing Town of Schroon social media sites is to disseminate information from the Town, about the Town, to its citizens and visitors, and as an alternate and additional means of communication during emergency situations. Utilization of Town approved social media sites must adhere to this policy. This policy may be amended at the direction of the Town Board. The Town shall establish an “official” town-wide social media site(s) and the Site Administrator shall be the Town Clerk, who shall oversee and manage social media accounts and overall online presence. The Site Administrator is empowered to authorize town employees as Assistant Site Administrators to assist in creating and moderating all social media content.

General Policy

1. The town of Schroon does not allow public commenting on the Town of Schroon's Facebook page or other forms of social media.
2. All Town social media sites shall adhere to applicable federal, state, and local laws, regulations and policies.
3. Site Administrator or Assistant Administrator representing the Town government via Town social media site(s) must express themselves using language and content that reflects the highest standards of decorum and in accordance with all Town policies.
4. This Social Media Policy may be revised at any time by the Town board.