

# Town of Franklin

## Social Media Guidelines

### (Town Facebook and Twitter Accounts)

Updated: January 1, 2018

#### PURPOSE:

Establish a procedure governing the use of official Town social media accounts.

#### GENERAL:

- The Town has created Facebook and Twitter accounts for various departments as a customer service tool for the dissemination of unbiased, factual information to the public and community stakeholders.
- Only Departments and individuals in this policy are authorized to post information to the Town's social media sites: other Departments and staff members may be authorized by the Town Administrator, as evidenced by updates to this social media policy.
- The Town's social media sites will be used by the Town and its agencies for communicating information with the sole purpose of informing the public of the work, news and updates of various Town departments. The Town will is not obligated to respond to any comments, questions or concerns posted on Facebook or Twitter and is not the most effective method to answer customer service questions.
  - Citizen Questions or Concerns: If any citizen has a question, concern, wants to bring attention to an issue, or would like direction, the Town highly encourages any resident to contact, via phone or email, the respective [Town Department](#) or the [Town Administrator's Office](#) at 508-520-4949 for the most expedient and accurate customer service.
- Town staff is not to engage in any dialogue or private messaging over social media.
- The Town and its agencies are not obligated to follow or friend any organization or individual. The Town and its agencies may follow other public town, state, quasi-state agencies and federal agencies for the coordination and dissemination of information of interest to the public.
- No comments will be accepted through the Town's social media accounts for any public hearing; either adjudicatory public hearings or any other notified public hearing. Residents must attend public hearings and directly communicate with the deliberative body.
- Content posted to social media is subject to Massachusetts Public Records Law.

#### MONITORING:

- The Town Administrator's Office reserves the right to monitor content on all of its social media sites and to modify or remove any messages, postings or members that it deems, in its

sole discretion, to be abusive, defamatory, in violation of copyright, trademark right or other intellectual property right of any third party or otherwise inappropriate for the service.

- The Town expressly reserves right to remove any post, comment or remark that contains the following content from the social media site:
  - Personal attacks, insults or threatening language
  - Obscene or sexual
  - Profane language
  - Racism or discrimination
  - Potentially libelous statements
  - Support or opposition for political campaigns
  - Plagiarized material
  - Personal and private information
  - Anything that may compromise public safety and security
  - Comments or hyperlinks unrelated to posted information
  - Commercial promotions or spam content
- The Town's social media sites may be used to communicate the following:
  - Announcements about departmental or community items of interest
  - Emergency notifications
  - Highlighting of Town events and activities
  - Provide historical information about the Department or the Town
  - Highlight employees who have done good work for the community

Authorized social media accounts and users as of 1/1/2018. Authorized users are individuals who post content, any department can request posting content through these individuals.

**DPW**

Brutus Cantoreggi, Laurie Ruzala, Kate Sjoberg

**Fire**

Gary McCarraher, Paul Sharpe, Joe Barbieri, Tracey Hosford, Susan Walsh

**Library**

Felicia Oti, Kim Shipala, Vicki Earls, Caleigh Ross

**Municipal Building**

Jamie Hellen, Chrissy Whelton, Maxine Kinhart, Cindy Elz

**Police**

Thomas Lynch, Jim Mill, Mark Manocchio, John Ryan, James West, Brian Johnson, Kristin Gutaukas-Donovan, Eric Zimmerman

**Recreation**

Ryan Jette, Megan Woodacre, Ann Marie Tracey

**Senior Center**

Karen Alves, Susan Barbour, Erin Rogers, Linda Hastings, Paul Ledwith, Margaret Gundersen