

ORDER #224-2019

PROVIDING FOR: Approval of the updated Town of Millinocket Social Media Policy.

IT IS ORDERED that the Millinocket Town Council approves the updated Town of Millinocket Social Media Policy revised on August 8, 2018.

PASSED BY THE COUNCIL: _____

ATTEST: _____



UPDATED 8/8/2019

Town of Millinocket Social Media policy

The following are guidelines for Town of Millinocket employees, Town Council members, and external contractors who participate and/or represent Millinocket on official town social media pages. Social media includes blogs and other websites, including Facebook, LinkedIn, Pinterest, Instagram, Twitter, YouTube or others. These guidelines apply when employees, elected officials and contractors are posting to/commenting on official Town of Millinocket pages.

1. Follow all applicable Town of Millinocket privacy policies. Posts and/or comments must not share confidential or proprietary information about the Town of Millinocket and citizen's privacy must be maintained.
2. All social media posts must support the public outreach, communication, and marketing goals of the Town of Millinocket.
3. All posts and comments must be factual, timely and accurate.
4. Public comments, including derogatory or offensive comments about another individual or group; comments that contains vulgar, profane, abusive, racist or hateful language, epithets, slurs, or is an inflammatory attack of a personal, racial or religious nature; is defamatory, threatening, disparaging, grossly inflammatory, contains gross exaggeration or unsubstantiated claims, violates the privacy rights of any third party; or is unreasonably harmful or offensive to any individual or community will be hidden or deleted. The Town reserves the right to ban a user if the user posts two or more of the above described comments.
5. Town of Millinocket reserves the right to use employee names in public posts unless a direct request is made to HR that their name not be used in any public relations.
6. All posts and comments must be professional and show good judgment; errors, omissions or unprofessional language or behavior reflect poorly on the Town of Millinocket. All posts must respectful and professional.
7. The Town of Millinocket will not endorse or promote people, products, services, businesses, and organizations unaffiliated with the Town of Millinocket.