



TOWN OF GRANTHAM NEW HAMPSHIRE

OFFICE OF THE SELECTMEN
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Social Media Policy

1. **Purpose of the Policy:**

The purpose of this policy is to set policy guidelines related to the Town of Grantham social media sites and applications.

2. **Departments affected:**

All Town Departments, Boards, and Committees, except the Dunbar Free Library.

3. **Policy:**

It is the policy of the Town of Grantham to ensure that certain standards are set with respect to social media to serve all its constituents in a positive, productive manner. The Town supports the use of social media as a method to communicate information to its citizens..

4. **Procedures:**

- I. The primary mission of the Town's social media efforts will be to serve as a secondary source of providing information on town-related programs and services to the general public. The primary source of information shall be the Town's website.
- II. Town Department Heads, Boards, and Committees shall obtain permission from the Board of Selectmen prior to creating a social media site.
- III. Town Departments will assign appropriate personnel to manage individual department social media sites.
- IV. Comments containing any of the following shall not be permitted on Town of Grantham social media sites and are subject to removal by the Town Administrator or his/her designees.
 - a. Comments not related to the original topic, including random or unintelligible comments.
 - b. Profane, obscene, or pornographic content and/or language.
 - c. Comments that promote, foster, or perpetuate discrimination based on race, creed, color, age, religion, gender, or national origin.
 - d. Comments containing confidential or nonpublic information.
 - e. Threats to any person or organization.
 - f. Conduct in violation of any federal, state, or local law.
 - g. Comments encouraging illegal activity.
 - h. Comments containing information that may tend to compromise the safety and security of public systems.

- i. Comments that violate a legal ownership interest, such as a copyright, of any party.
 - j. Redundant or repetitive comments, with the same or similar content, posted multiple times under various posts.
 - k. Solicitations of commerce.
- V. A comment stating an opinion, posted by a member of the public on any Town of Grantham social media site, is the opinion of the commentator or poster only. Publication of a comment does not imply endorsement, or agreement by the Town of Grantham, nor do such comments necessarily reflect the opinions or policies of the Town of Grantham.
 - VI. The Town of Grantham reserves the right to deny access to Town of Grantham social media sites for any individual who violates the Town of Grantham's Social Media Policy at any time and without prior notice.
 - VII. Town of Grantham Department Heads shall monitor their social media sites periodically during business hours for comments requesting responses from the Town and for comments in violation of this policy.
 - VIII. Town of Grantham Department Heads, employees and officials may post content on their respective department's social media pages in their official capacity if authorized to do so by their Department Head. Comments made by individual employees from their personal accounts are personal expressions and not Town representations.
 - IX. Multiple member Boards, Committees, and Commissions should be sensitive to the use of social media in such a way so as not to inadvertently violate the spirit and intent of RSA 91-A, the State's Right to Know Law, particularly as it pertains to public meetings.
 - X. All comments posted to any Town of Grantham social media sites are bound by the respective statements of rights and responsibilities associated with those sites and the Town of Grantham reserves the right to report any violation of these statements to the appropriate social media site with the intent of the site taking appropriate and reasonable responsive action.
 - XI. This policy shall be administered through the Selectmen's Office. Specific questions regarding this policy may be directed to the Town Administrator.

Severability: To the extent that any provisions of this policy conflict with State law, then State law shall prevail.

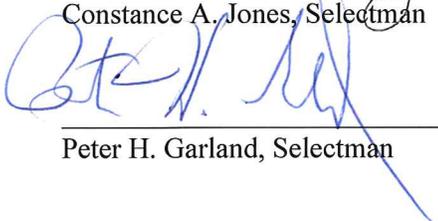
Approved this 23rd day of October, 2019, by the Grantham Board of Selectmen.



 G. Warren Kimball, Chairman



 Constance A. Jones, Selectman



 Peter H. Garland, Selectman