



Town of Hubbardston Social Media Policy and Guidelines

Social Media Mission Statement

The Town of Hubbardston supports the use of online social media as a forum to increase community awareness. This procedure establishes guidelines and standards for the acceptable use of Town social media sites. It also establishes guidelines and standards for Town staff participating in external online social media sites when discussing, sharing or commenting on Town matters. All questions regarding this policy should be directed to the Town Administrator.

Social Media Goals

The Town of Hubbardston strives to provide quality services and programming for our citizens. Therefore, the Town of Hubbardston intends to utilize social media to enhance its ability to share information, updates, news and events to residents, businesses, visitors and the general public.

Social Media Guidelines

The Town of Hubbardston's Social Media Policy applies to the Town of Hubbardston's official social media sites (including official department-level pages). Due to the rapidly changing world of social media, these guidelines are subject to change.

Approved official social media sites are limited to those departments, boards and committees having information deemed necessary to share with the public.

Any department or board looking to add a social media account must receive written permission from the Town Administrator.

All official accounts shall be monitored for comments, requests and policy violations.

The Town's social media sites should make clear that they are maintained by the Town of Hubbardston and that they follow the Town's social media policy.

All Town of Hubbardston social media sites should link to the official Town of Hubbardston Web site.

Access to approved social media sites is restricted to Town employees performing official Town business. Employees representing the Town of Hubbardston via the Town's social media sites must conduct themselves at all times in accordance with all Town policies.

Posting on Town of Hubbardston social media pages equals consent to the following:

- Comments and wall posts must be clean and inoffensive
- Comments and submissions must be topically related to the original posting
- No content that promotes discrimination on the basis of race, creed, color, religion, age, gender, sexual orientation, or national origin
- No graphic, obscene, explicit, violent or pornographic content and/or language
- No solicitations or advertisements, promotions, or endorsements of commercial services, products, organizations, campaigns or companies
- No defamatory or personal attacks or threats
- No details about an ongoing investigation or legal or administrative proceeding that could prejudice the processes or interfere with an individual's rights will be deleted from this page
- No comments that support or oppose political candidates or ballot propositions
- You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.

The Town of Hubbardston reserves the right to deny access to the Town of Hubbardston social media sites for any individual who violates the Town's Social Media Policy.

Any comments deemed to be a threat to any town officials, employees, citizens, local business, etc. are taken in a serious manner and may be subject for review by the authorities.

Release of Information

Official Town information approved for release shall be publicized via official Town of Hubbardston accounts (including the official Town of Hubbardston website, cable television, CodeRed, and other outreach mechanisms employed by the Town) and, when appropriate, through the Town's official social media sites. Employees may only share content once it has originated from an official account.

Public Records Retention

For the most part, comments and messages posted to the Town's official social media sites are considered transitory records and will not be kept as permanent record by the Town of Hubbardston. Information specifically collected as part of an official town public engagement exercise will be kept in accordance with Town policy.

Third Party and External Links

The appearance of external links or the use of third party applications on the Town's social media pages does not constitute endorsement on behalf of the Town of Hubbardston. Comments and submissions posted to this Facebook page are subject to all applicable local, state and federal laws.