



Social Media Use Policy

The Town of Fraser (the “Town”) has a business need to augment traditional communication methods with the use of social media channels. This Social Media Use Policy (“Policy”) establishes guidelines for use by the Town of social media sites as a means of conveying information to members of the public. The same standards of conduct, principles and policies that apply to Town employees in the performance of their assigned duties apply to employee social media technology use. This Policy also provides Social Media Content Responsibility Guidelines that apply to all participants on any Town-sponsored social media site.

General Policy

- All of the Town’s social media sites will be subject to approval by either the Town Manager, Business Development Specialist or designee.
- The Town's website (<http://www.frasercolorado.com>) will remain the Town's primary and predominant internet presence.
- The use of social media sites must comply with applicable federal, state, town and county laws, regulations, policies and business etiquette. All content must respect copyright and fair use laws.
- Every document, email, and online post is public record subject to the Colorado Open Records Act and the federal Freedom of Information Act.
- Social Media User Responsibility Guidelines (outlined below) must be adhered to by all Town social media sites users and visitors
- This Policy must be displayed to users or made available by hyperlink.

Town Social Media Use Guidelines

Town use of social media shall conform to the following policies, protocols, and procedures:

- Comply with all applicable federal, state, and county laws, regulations and policies. This includes adherence to but may not be limited by established laws and policies regarding copyright, records retention, Freedom of Information Act (FOIA), Colorado Open Records Act, First Amendment, Americans with Disabilities Act (ADA), Health Insurance Portability and Accountability Act (HIPAA), Hatch Act of 1939, privacy laws, and employee standards of conduct.
- The same standards, principles and guidelines that apply to Town employees in the performance of their assigned duties apply to employee social media use.
- Any employee authorized to post content on the Town’s social media pages shall not express his or her own personal views or concerns. Rather, posting of content by any authorized employee shall only reflect the views of the Town.
- Any employee authorized to post on the Town’s social media pages shall use his or her best judgment in deciding whether or not to respond to a post or comment, and shall avoid engaging any user in an argumentative or offensive manner. Any response by an authorized employee made on behalf of the Town shall comply with all terms of this policy.

Town of Fraser

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www.frasercolorado.com

- Town social media network accounts shall be created using an official Town email account.
- Contact information should display an official Town email address, include something about being the “official account”, and provide a link to the Town website.
- The name “Town of Fraser” or the official Town logo must be displayed.

Social Media Content Responsibility Guidelines

The following user guidelines are to be posted on any Town social media site:

The Town of Fraser welcomes you and your comments to its social media site. The purpose of this site is to encourage courteous and civil communication between the Town and the public that is appropriate for all users. By participating in any of our Town-sponsored social media sites, you are agreeing to abide by the guidelines outlined below. Posts and content that contain any of the following are prohibited and will be removed:

- Content that promotes, fosters or perpetuates discrimination of protected classes;
- Sexual harassment content;
- Conduct or encouragement of illegal activity;
- Content intended to defame any person, group or organization;
- Making or publishing of false, vicious or malicious statements concerning any employee, the Town or its operations;
- Violent or threatening content;
- Disclosure of confidential, sensitive or proprietary information;

The above list is not necessarily exhaustive and the Town reserves the right to remove or restrict any post or comment that violates the purpose or spirit of this policy.

Users will be notified of any content removal. Repeat violators of this policy will be subject to being banned from all future posts. The following verbiage will be used to warn individuals about their content:

“Your recent post is in violation of the Town of Fraser Social Media Use Policy. Please refrain from posting inappropriate content in the future. If you do not refrain from posting such content, we will block you from this forum. Thank you for understanding.”