

COMMUNICATIONS SOP
Section 11
COMM-5
7-2018

SOCIAL MEDIA ACCOUNTS

11.5.1 North Providence Social Media Page Privacy and Disclaimer

The purpose of the Town of North Providence Facebook, Twitter and Google Group pages (hereinafter referred to as "Social Media pages") is to further the town's vision and mission, support local education and enhanced communication with town residents, businesses, town employees, and community members as well as provide up to date emergency notification information to them in times of need.

11.5.2 Disclaimer

The Town of North Providence Social Media pages are produced and maintained by the North Providence town staff. Links to other Internet sites should not be construed as an endorsement of the views contained therein.

The Town of North Providence:

- Does not control or guarantee the accuracy, relevance, timeliness or completeness of information contained on a linked website.
- Does not endorse the organizations sponsoring linked websites, nor does the town endorse or recommend the products/services they offer. Views and comments expressed on the site are those of the users and do not necessarily reflect the views of the town.
- Cannot and does not authorize the use of copyrighted materials contained in linked websites. Users must request such authorization from the sponsor of the linked website.
- Cannot be responsible for damage caused by "worms" or "viruses" spread through the Social Media pages including loss of data, identity theft or damage to computer systems. Users are responsible for maintaining appropriate virus protection and following safe computing practices.

The Town of North Providence Social Media pages are regularly monitored, and any inappropriate post or comments will be promptly removed. Inappropriate posts include but are not limited to those that:

- Are obscene, libelous, or so incite people as to create a clear and present danger of the commission of unlawful acts, or substantial disruption of the towns orderly operation
- Are not related to the stated purpose of the site, including, but not limited to, comments of a commercial nature, political activity, and comments that constitute discrimination or harassment to others

We expect that participants will treat each other with respect. Posted comments that contain vulgar or abusive language; pornography; personal attacks of any kind; offensive terms that target specific ethnic or racial groups or incite violence. We will delete offensive comments including those that are spam, are clearly "off topic" or that promote services or products. Comments that make unsupported accusations will be taken out of the discussion.

- The use of vulgar, offensive, threatening or harassing language is prohibited.
- The discussion forum is not open to comments promoting or opposing any person campaigning for election to a political office or promoting or opposing any ballot proposition.
- The town of North Providence Facebook and Twitter Pages are not open to the promotion or advertisement of a business or commercial transaction.

Users are hereby notified that they are fully responsible for the content they load to the Town of North Providence Social Media pages. The Town is not responsible for the content of external online platforms. The user is responsible for all copyright and intellectual property laws associated with this content.

11.5.3 Contact

For Town Social Media pages, contact the Director of Communications and Technology concerning any violation of this social media use policy by sending a documented email to commsdirector@northprovidenceri.gov

For problems concerning the verification of content on Town Social Media pages, Please contact that page's Department Head for clarification or verifications. You may find their contact info on the town's web site at <https://northprovidenceri.gov/departments/>

11.5.4 Employee access to sites

- All Department heads are to sole person responsible for their department social media sites and their content
- Employees who wish assess to Social Media pages shall obtain written permission to do so by their Department Head
- ALL Social Media pages and its content are property of the town. At no time shall an employee start a department social media account without the express written consent from the Director of Communications. Once approved the Communications Department will create all Social Media pages and then allow permissions to employees by page permission setting within the social media providers application

11.5.5 Content type and postings

Town Social Media sites shall comply with the North Providence Code of Ethics, the Rhode Island Code of Ethics in Government, and federal and state laws and regulations including, but not limited to, copyright laws, records retention laws, the Access to Public Records Act, the First Amendment, privacy laws, and employment related laws

At no time shall an employee share posts from other people, businesses, or any new media outlet except for the following conditions

- Fire and Police Departments may share VERIFIED Media releases from Federal or State Officials regarding safety and wellbeing of Residents. (This includes any official instructions to residents from authorities).
- Police Department may share posts from other Police agencies (following local department policy and procedures)
- Fire Department may share posts from other Fire Departments related to fire prevention and safety (following local department policy and procedures)
- Department may share posts from other Town of North Providence social media accounts

11.5.6 Local Department Policy and Procedures

All Police and Fire Department social media accounts are subject to their local policy and procedures. Those local policy and procedures supersede any procedure written in this policy except:

- The creation of a Social media page and an employee's access to that page