



## Town of North Kingstown, Rhode Island

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### **SOCIAL MEDIA POLICY**

Last Update: November 25, 2024

The Town of North Kingstown utilizes social media accounts as *limited public forums* limited to specific department subject matters to provide information for residents and community stakeholders. *The Town of North Kingstown social media accounts include but may not be limited to the following sites:*

- Facebook: @north.kingstown @northkingstown350th
- Instagram: @northkingstown @northkingstown350th
- X: @NorthKingstown

The Town of North Kingstown utilizes social media to contribute to the Town's mission by: informing residents and business owners about government services; making department operations transparent and accessible to the public; encouraging civic engagement and promoting official Town events within and for the community.

The above social media/networking sites and/or accounts utilized by the Town of North Kingstown ("Town") are done so to further enhance communication to residents and stakeholders in support of Town goals and objectives. Designees permitted to post for the Town do so with permission and under direction of the Town Manager, in adherence with applicable state, federal and local laws, as a part of their employment duties, and in accordance with third party sites terms of use. Town officials and Town departments have the ability to publish articles and communicate information through social media to conduct official Town business.

Town social media content and comments containing any of the following forms of content are strictly prohibited and shall be hidden/removed from public view:

- a) Comments or content not topically related to the particular site or blog article being commented upon;
- b) Name calling, profane, obscene, or vulgar language or content;
- c) Comments or content that promotes, fosters, or perpetuates discrimination on the basis of race, color, gender, gender identity, national origin, religion, ancestry, age, sexual orientation, disability, maternity leave, genetic information, or active military status;
- d) Comments or content that is threatening, harassing or containing personal attacks or defamation to a person or people;

- e) Sexual comments, content, or links to sexual content;
- f) Spam comments from individuals or groups, such as the same comment repeatedly on a profile;
- g) Conduct or encouragement of illegal activity;
- h) Promotion, *solicitation, and/or advertisement* of a product, business, company or organization;
- i) Information that may tend to compromise the safety or security of the public or public systems;
- j) Content that violates a legal ownership interest of any other party;
- k) Protected health information;
- l) Personnel information; or
- m) Other information that is not public record or is otherwise privileged from public disclosure.

The Town of North Kingstown reserves the right to turn off commenting on some or all posts. For public retention purposes, a screenshot of the post will be maintained by the Town before removal. It is possible that the social media site/application will independently remove posts when reported or flagged by other users; as this is outside the Town's moderation of Town accounts, posts/comments may not be recorded.

Officials (elected or appointed) and employees representing the Town via social media sites must always conduct themselves as a representative of the Town and in accordance with all applicable rules, regulations, and policies (including personnel policies) of the Town of North Kingstown.

It is our policy is that once something is posted from a Town account, it shall stay posted. Spelling errors or grammatical fixes should be made without making the change evident to users. To maintain full transparency, if content other than grammar/spelling needs to be changed, the Town will provide the correct information and apologize for the error but will not delete the originally shared information.

If you have any questions or concerns about content of our social media accounts, please contact the appropriate department within the Town of North Kingstown: (401) 294-3331.

*Disclaimer:* Use of our social media sites are at your own risk. Users assume full responsibility and risk of loss resulting from your downloading and/or use of files, information, other communications, content or other material (including, but not limited to, software or malware) accessed through or obtained by means of our social media sites. The Town is not responsible for the content of external sites. We expressly disclaim liability for any viruses or other contamination of your computer systems or other devices use to access its social media platforms, and expressly disclaims liability for actions taken or not taken based on any or all contents of its social media sites.