

BOARD OF MAYOR AND ALDERMEN
TOWN OF NOLENSVILLE
Post Office Box 547
Nolensville, Tennessee 37135

Resolution 14-04

**A RESOLUTION ADOPTING A SOCIAL MEDIA USE AND INTERNET POSTING
POLICY FOR THE TOWN OF NOLENSVILLE, TENNESSEE**

WHEREAS, the prevalence of online social media has made personal expression on public or semipublic websites commonplace; and,

WHEREAS, the free speech rights afforded by the United States and Tennessee Constitutions are of utmost importance to the town, its officials and employees; and,

WHEREAS, the Town of Nolensville has an interest in cultivating and maintain a positive presence on the internet, and,

NOW THEREFORE BE IT RESOLVED BY THE BOARD OF MAYOR AND ALDERMEN OF THE TOWN OF NOLENSVILLE, TENNESSEE THAT THE FOLLOWING IS HEREBY APPROVED AND ADOPTED:

SOCIAL MEDIA USE AND INTERNET POSTING POLICY

SECTION 1. APPLICABILITY

1. This policy applies to every employee, whether part-time, full-time, currently employed by the Town in any capacity, who posts any material whether writers, audio, video or otherwise on any website, blog or any other medium accessible via the internet.
2. For purposes of this policy, social media is content created by individuals using accessible and scalable technologies through the internet. Examples include: Facebook, blogs, MySpace, RSS, YouTube, Second Life, Twitter, LinkedIn, Google+, etc.

SECTION 2. CITY OWNED OR CREATED SOCIAL MEDIA

1. The Town maintains an online presence. An employee may not characterize him or herself as representing the Town directly or indirectly, in any online posting unless pursuant to a written policy of the Town or the direction of a Supervisor.
2. All Town social media sites directly or indirectly representing to be an official statement of the Town must be created pursuant to this policy and be approved by the Mayor (or their designee).
3. The Town's primary and predominant internet presence shall remain Town of Nolensville and no other website, blog or social media site shall characterize itself as such.
4. The Mayor (or their designee) is responsible for the content and upkeep of any social media sites created pursuant to this policy.
5. Whenever possible, a social media site shall link or otherwise refer visitors to the Town's main website and keep the site as informational as possible.

6. In addition to this policy, all social media sites shall comply with any and every other applicable Town policy, including, but not limited to:
 - a. Open Records Policy
 - b. Email-Internet Use Policy
 - c. Personnel Policy
 - d. Ethics Policy
 - e. Records Retention Policy
7. A social media site is subject to Tennessee's Public Records Act (T.C.A. 10-7-101, et seq.) and Open Meetings Act (T.C.A. 8-44-101, et seq.) and no social media site shall be used to circumvent or otherwise in violation of these laws. All information posted on social media site shall be a public record and subject to public inspection. All lawful records requests for information contained on a social media site shall be fulfilled by the Town Recorder and any employee whose assistance is necessitated. Every social media site shall contain a clear and conspicuous statement referencing to aforementioned state laws. All official postings on a social media site shall be preserved in accordance with the Town's records retention schedule.
8. A social media site shall also contain a clear and conspicuous statement that the purpose of the site is to serve as a mechanism for communication between the Town and its constituents and that all postings are subject to review and deletion by the Town. The following content is not allowed and will be immediately removed and may subject the poster to banishment from all Town social media sites:
 - a. Comments not topically related to the particular social medium article being commented upon
 - b. Comments in support of or opposition to political campaigns or ballot measures
 - c. Profane language or content
 - d. Content that promotes, fosters, or perpetuates discrimination on the basis or race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
 - e. Sexual content or links to sexual content
 - f. Solicitations of commerce
 - g. Conduct or encouragement of illegal activity
 - h. Information that may tend to compromise the safety or security of the public or public systems
 - i. Content that violates a legal ownership interest of any other party
9. The Town will approach the use of social media tools, software, hardware and applications must be approved by the Mayor (or their designee).
10. Administration of Town social media sites:
 - a. The Office Manager will maintain a list of social media tools which are approved for use by Town departments and staff.
 - b. The Office Manager will maintain a list of all Town social media sites, including login and password information. Employees and officials will inform the Office Manager of any new social media sites or administrative changes to existing sites.

- c. The Town must be able to immediately edit or remove content from social media sites.
11. For each social media tool approved for use by the Town, the following documentation will be developed and adopted:
- a. Operational and Use Guidelines
 - b. Standards and Processes for Managing Accounts on Social Media Sites
 - c. Town and Departmental Branding Standards
 - d. Enterprise-wide Design Standards
 - e. Standards for the Administration of Social Media Sites

SECTION 3. NON-TOWN SOCIAL MEDIA SITES

1. An employee may not characterize him or herself as representing the Town, directly or indirectly, in any online posting unless pursuant to a written policy of the Town or the direction of a Supervisor.
2. The use of a Town email address, job title, official Town name, seal or logo shall be deemed an attempt to represent the town in an official capacity. Other communications leading an average viewer to conclude that a posting was made in an official capacity shall also be deemed an attempt to represent the Town in an official capacity.
3. Departments have the options of allowing employees to participate in existing social networking sites as part of their job duties Department Heads may allow or disallow employee participation in any social media activities in their departments.
4. Any postings on a non-Town social media site made in an official capacity shall be subject to the Tennessee Open Records Act and the Tennessee Open Meetings Act.
5. An employee or official posting on a social media site shall take reasonable care not to disclose any confidential information in any posting.
6. When posting in a non-official capacity an employee or official shall take reasonable care not to identify themselves as an official or employee of the Town. When the identity of an employee or official posting on a non-Town social media site is apparent, the employee or official shall clearly state that he or she is posting in a private capacity.

This resolution will take effect immediately upon its passage, the public welfare requiring it.

RESOLVED this 9th day of January 2014

Jimmy Alexander, Mayor

Cindy Lancaster, Town Recorder

Passed: _____