

## **SOCIAL MEDIA POLICY**

### **Terms of Use**

By posting or commenting on any social media platform used by the Town of Lincoln, Maine you participate by your own choice, taking personal responsibility for your comments, your username and any information you provide therein. You further agree to the following terms of use:

The Town of Lincoln, Maine maintains a social media program for the purpose of engaging and interacting with our community, providing relevant and timely community news, information and events, town office procedures and other topics for the residents of the Town of Lincoln, and for those people having an interest in our town.

All social media platforms used by the Town of Lincoln, Maine are designated as "Limited Public Forums". We welcome a person's right to express his/her opinion and encourage people posting to keep comments relevant to the topic in question. Posting of any content on any social media platform used by the Town of Lincoln, by any visitor, follower, subscriber or fan, constitutes acceptance of the terms of use described here in this policy.

For purposes of this policy, a social media platform is the website or app offered to the public to provide audio, video, still-photo or written communication between other members of the public and/or representatives of certain groups, businesses, organizations or departments. Examples of social media platforms include Facebook, Twitter, Instagram, Snapchat, TikTok, YouTube, Flickr, LinkedIn, website blogs with commenting capabilities, forums, emergency notification and other services. The definition of content as used in this policy refers to any written copy, photos, graphics, videos, live-video streams, comments or any form of communicative content exchanged between parties.

### **Endorsements**

"Friending" or "Liking" the Town of Lincoln, Maine, or an employee of the Town of Lincoln, Maine, does not indicate an endorsement of that person's actions or comments.

A comment posted by a member of the public on any of the Town of Lincoln, Maine's social media sites is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the Town of Lincoln, Maine, nor do such comments necessarily reflect the opinions or policies of the Town of Lincoln, Maine.

### **Moderation of Content**

The Town of Lincoln, Maine's social media platforms are intended to be "family friendly," when applicable, we use platform provided content moderation/filtering options to limit foul or obscene content. The Town of Lincoln, Maine actively monitors the social media platforms used by our

departments, and we will remove inappropriate content as defined below, without prior notice, and as soon as possible. The Town of Lincoln, Maine shall reserve the right to remove and/or block anyone who posts inappropriate material as determined by the departments or town management. This material may include, but is not limited to:

- Comments not related to the original topic, including random or unintelligible comments.
- Profane, obscene, or pornographic content and/or language
- Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin
- Defamatory or personal attacks
- Threats to any person or organization
- Comments in support of, or in opposition to, any political campaigns or ballot measures
- Solicitation of commerce, including but not limited to advertising of any business or product for sale
- Conduct in violation of any federal, state or local law
- Encouragement of illegal activity
- Information that may tend to compromise the safety or security of the public or public systems
- Content that violates a legal ownership interest, such as a copyright, of any party
- Harassment or content which constitutes and/or facilitates stalking
- Content which violates the right to privacy
- Encouragement of violence
- Repetitive content

### **Denial of Access**

The Town of Lincoln, Maine reserves the right to deny access to any of the Town of Lincoln, Maine's social media sites to any individual, who violates our Social Media Terms of Use or the social media platform's Terms of Use, at any time and without prior notice. If you wish to contest the removal or hiding of your content, or your denial of access ("banned") from our social media platforms, you may do so by contacting us at 207-794-3372 and requesting to speak to our Communications Director, Kelly Ryder.

### **Questions**

Should you have any questions in regards to items contained herein this Terms of Use, please contact the Town of Lincoln, Maine's Communications Director, Kelly Ryder at 794-3372.