



## **Town of Chester Social Media Policy**

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### **SECTION 1. PURPOSE AND SCOPE**

The purpose of this policy is to set protocols related to the Town of Chester's Social Media sites and applications. The primary mission of the Town's Social Media efforts will be focused on providing information on Town services and programs to the general public in a time-sensitive fashion.

This policy applies to all Town employees, volunteers, elected officials, and elected or appointed members of municipal Public Bodies when acting in their capacity as a member of such entity or as a representative of the Town.

### **SECTION 2. DEFINITIONS**

**Public Body:** any duly appointed/elected Board, Commission, Committee, and/or Sub-Committee of the Town of Chester.

**Social Media:** any form of electronic communication such as blogs, other types of self-published online journals, and/or collaborative web-based discussion forums and networking platforms that allow users to create and share content or to participate in social networking. Social Media facilitates an environment for the Town and users of such sites to share information about Town-related issues, events, and subjects. The Town supports participation in Social Media as an additional method by which to promote its services and resources.

### **SECTION 3. POLICY**

It is the policy of the Town of Chester to ensure that certain standards are practiced with respect to Social Media to serve all its constituents in a positive, productive manner. The Town supports the use of Social Media as another method to communicate information to its citizens regarding its Town government. The Town of Chester's website, [www.ChesterNH.org](http://www.ChesterNH.org), shall remain the Town's primary and predominant internet presence.

### **SECTION 4. PROCEDURES**

Establishment of, and participation by Town staff or public bodies on, individual official Social Media sites, pages, or online communities must be approved in advance by the Town Administrator. Such approval will be based on compliance with this policy as documented by the stated need and goals of the proposed Social Media.

All Town social media sites shall be identified as "an official Town of Chester site", shall include the Town Seal or approved logo, and shall have contact information for the manager of the site along with a link back to the Town's official website and Social Media Policy. They shall also include the following statement:



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"This social media site is not intended to be a traditional public forum for the general exchange of ideas and viewpoints, but rather a limited forum for discussing...*[insert the purpose of the social media site]*. Courts have recognized that governmental entities, such as the Town, may create limited public forums for specific purposes and limit discussion on the forum to those specific purposes. The Town shall remove content and postings not consistent with the specific purposes of the social media sites and these Guidelines."

Department Heads and/or the Public Body's Chair will assign appropriate personnel to manage their individual Social Media sites and provide those individuals a copy of this policy.

Comments containing any of the following inappropriate forms of content shall not be permitted on Town of Chester Social Media sites and are subject to removal by the Town Administrator or his/her designee(s):

- 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 gender identity, or national origin
- Threats to any person or organization that tend to incite an immediate breach of the peace.
- Comments in support of, or in opposition to, any political campaigns or ballot measures. Posting/comments by Town officials found to be "Electioneering" in violation of RSA 659:44 & 44-a are prohibited
- Conduct in violation of any federal, state, or local law
- Encouragement of illegal activity
- Information that may tend to compromise the safety and security of public systems or persons
- Content that violates a legal ownership interest, such as a copyright, of any party
- Redundant or repetitive comments, with the same or similar content posted multiple times under various posts
- Commercial promotions or spam
- Content that would violate any other policy of the Town of Chester

A comment stating an opinion, posted by a member of the public on any Town of Chester Social Media site, is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the Town, nor do such comments necessarily reflect the opinions or policies of the Town.



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The Town of Chester reserves the right to deny access to Town of Chester Social Media sites to any individual who violates the Town of Chester's Social Media Policy at any time and without prior notice.

No post or comment may be removed nor an individual denied access for speech that is protected by the First Amendment of the United States Constitution or Part I Article 22 of the New Hampshire Constitution.

Town of Chester Department Heads and Public Body Chairs shall monitor their Social Media sites periodically for comments requesting responses from the Town and for comments in violation of this policy.

Town of Chester Department Heads, Employees, and elected/appointed officials may post content on their respective Social Media pages in their official capacity, if authorized to do so by their Department Head or by a majority vote of respective Public Body. Comments made by individuals from their personal accounts are personal expressions and not Town representations. Such comments on personal accounts should clearly state that they are solely the expression of the individual.

Photographs of recognizable individuals shall not be posted without written permission from the person depicted in the photo (or parent, if the subject is a minor). A copy of the release, which has been approved by Town Counsel and Primex, is attached to this policy.

Members of Boards, Committees, and Commissions should be sensitive to the use of Social Media in such a way so as not to inadvertently violate the spirit and intent of RSA 91-A, the State's Right to Know Law, particularly as it pertains to public meetings.

All comments posted to any Town of Chester Social Media sites are bound by the respective statements of rights and responsibilities associated with those sites and the Town reserves the right to report any violation of these statements to the appropriate Social Media site with the intent of the site taking appropriate and reasonable responsive action.

### **SECTION 5. PRIVACY**

The Town does not collect, maintain, or otherwise use the personal information stored on any third-party site in any way other than to communicate Town-related information with users on that site. Users may remove themselves at any time from the Town's "friends," "follow," or "fan" lists, or request that the Town remove them. Users should be aware that third-party websites have their own privacy policies and should proceed accordingly. Users are encouraged to protect their privacy by not posting personally identifying information, such as last name, school, age, phone number, or address.



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### SECTION 6. LIABILITY

The Town of Chester assumes no liability regarding any event or interaction that takes place by any participant in any Town-sponsored Social Media, and does not endorse content outside of the pages maintained by the Town and the posts created by Town staff in the course of their work duties. The Town reserves the right to use any comments, posts, and messages on the Town's Social Media sites for use in public relations and marketing materials.

### SECTION 7. PARTICIPATION

Participation in the Town of Chester's Social Media implies agreement with all Town policies, including its Personnel Policy and Social Media Policy, and the Terms of Service of each individual third-party service. By posting a comment or other content you agree to indemnify the Town of Chester and its officers, agents, and employees from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred which arise out of, or are related to the content that you post.

Notwithstanding the foregoing, the Town of Chester is not obligated to take any of the actions contained in this Policy, and will not be responsible or liable for content posted by any subscriber in any forum, message board, or other area within the Town's Social Media.

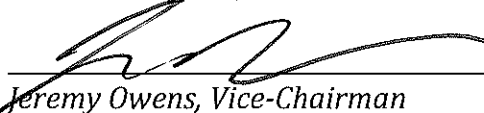
If a user does not agree to these terms, they are not to use the services provided.

The role and utility of Social Media in relation to the goals and purposes of the Town of Chester will be evaluated periodically by the Town staff and Board of Selectmen, and may be terminated at any time without notice to subscribers.

To the extent that any provisions of this policy conflicts with federal or State law, then federal or State law shall prevail and the remaining provisions of this policy shall remain in force.

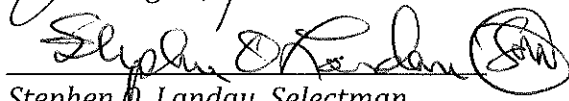
*Adopted by vote of the Board of Selectmen on this date, the 31<sup>st</sup> day of March, 2022.*

  
Charles F. Myette, Chairman

  
Jeremy Owens, Vice-Chairman

  
Steven M. Couture, Selectman

  
Steve D'Angelo, Selectman

  
Stephen Q. Landau, Selectman



## Town of Chester Social Media Policy

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### CONSENT AND RELEASE OF PHOTO/VIDEO/AUDIO

For and in consideration of my attendance at and participation in activities sponsored by or related to the Town of Chester, I hereby consent to and give the Town of Chester, its legal representatives, successors, and assigns, or those from whom it is acting, and all persons and corporations acting with its permission or authority, including the director/producer, photographer and videographer/filmmaker the absolute right and permission to take, copyright, use, and publish and or broadcast any video film, footage, audio recordings, soundtrack recordings, photographs, digital images or photo reproductions of me, and my narrative account of my experience with the Town of Chester ("Materials"). I may or may not be identified in such Materials; however, I shall not be stated by name to have endorsed any particular commercial products or commercial services. I further understand that I will not have any editorial control over the final product and my portion of the Materials, and hereby agree to waive all rights to the use of the Materials.

I understand and waive my right to royalties or other compensation arising out of or related to the use of the Materials.

I represent that I am over the age of eighteen (18) years and, if not, then my Parent/Legal Guardian has also signed below my signature.

I have read the foregoing and fully understand its contents. This release shall be binding upon me, my heirs, legal representatives and assigns.

\_\_\_\_\_  
Name of Participant  
(Please Print)

\_\_\_\_\_  
Signature of Participant  
(18 years of older)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name of Parent/Legal Guardian  
(Please Print)

\_\_\_\_\_  
Signature of Parent/Legal Guardian  
(Individually and in the capacity as  
Parent/Legal Guardian if participant  
is under 18 years of age)

\_\_\_\_\_  
Date



## Town of Chester Social Media Policy

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### Current Town of Chester Social Media Sites

#### **Facebook**

Chester NH Police Department  
Chester Public Access Television  
Chester NH Public Library  
Chester NH Town Clerk's Page  
Chester Town Clerk  
Chester Fire Department  
Chester, NH Recreation Department  
Chester, NH Historical Society  
Chester, NH Conservation Commission

#### **Instagram**

Chester NH Fire Explorers  
Chester Public Library  
Chester NH Soccer Club  
Chester Historical Society  
Chester

#### **TikTok**

Chester Public Library