

RESOLUTION 2022-02
SOCIAL MEDIA SITES AND POLICY

BE IT RESOLVED by the Town Council of the Town of Triana, Alabama that;

WHEREAS, the Town Council of the Town of Triana desires to establish an official Social Media Presence for the Town of Triana and to establish policies and procedures for the use thereof;

NOW THEREFORE, The Town Council of the Town of Triana hereby designates the following Social Media Sites, policies and procedures for the Town of Triana.

1. Official Sites:

The following sites are designated as Official Social Media Sites for the Town of Triana

- Facebook: www.facebook.com/townoftriana
- Facebook: www.facebook.com/trianashelter
- NextDoor: Town of Triana Agency Account
- Additional sites and accounts may be subsequently added by voice vote of the Town Council upon request by the Mayor (e.g. Triana Police Department, Triana Fire Department, Triana Parks and Recreation)

2. Roles & Responsibilities

- Social Media Administrator: Administrator for all Town Social Media Accounts who shall be designated and assigned by the Mayor. The Administrator shall create and enforce Social Media standards and polices in coordination with the Mayor.
- Social Media Moderator: Employee, Elected Official, or Contractor designated and assigned by the Mayor with permissions to create Social Media Content in accordance with this policy.

3. Rules and Regulations

- (a) Elected Officials may, and are encouraged to maintain their own Social Media pages for their office as a means of communicating with their constituents, e.g. “Jane Smith - Councilwoman Place 1”. Elected Officials are solely responsible for the content of their Social Media and compliance with all applicable State Ethics regulations.

(b) Types of Permissible Content

- a. Public Notices
- b. Meeting Notices
- c. Utility Outages
- d. Public Safety / Weather / Traffic Notices
- e. General Information

- f. Voting / Election Information (dates, sample ballots, results, list of candidates)
 - g. Parks and Recreation Programming
 - h. Ordinances and Resolutions
 - i. Public School Information
 - j. Surplus Property Auctions
- (c) Photographs of minors should not be posted without permission from a guardian or a signed photography release in conjunction with a Town Program (e.g. Summer Camp)
- (d) Types of Prohibited Content:
- a. Commercial solicitation – i.e. Sales Flyers
 - b. Lost Pets
 - c. Church Bulletins
 - d. Athletic team recruiting or social media content for non Town of Triana Parks and Recreation teams
- (e) Account Settings
- a. Visitor Posts and Tagging Permissions on Facebook pages shall be disabled
 - b. Public Commenting on posts shall be enabled, however, the Town reserves the right to remove content or comments that are profane or abusive, or uncivil
- (f) In order to maintain a consistent, public facing Social Media presence to the public, Employees and Contractors shall not utilize their own personal social media accounts to post Town Social Media Content - however, employees are encouraged to, and may share, retweet, etc., Town Social Media Content. Violation of this policy may lead to formal disciplinary action.
- (g) No posts related to crimes, investigations, request for public information shall be made unless requested specifically by the Police Department. Such posts should be made on a dedicated Police social media account e.g. Triana Police Department.

Adopted this the 23rd day of May 2022.

///SIGNED ON FILE///
Mayor of the Town of Triana, Alabama

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Sharron Humphrey, Town Clerk