

TOWN of BRIDGEWATER SOCIAL MEDIA CONTENT RESTRICTIONS

INTRODUCTION:

Social media has become a favorite way of distributing and receiving information concerning Town events, meetings, traffic detours, emergencies, severe weather, and a host of other matters. The Town generally posts informational items to notify residents. Postings are generally not designed to solicit comments from the public. Accordingly, most Town Facebook pages will not entertain comments. In some cases, however, and with some Town Facebook pages, the Town will engage the public on a more conversational basis. This policy is designed to clearly establish basic rules of decorum in a content neutral fashion.

POLICY

Moderation of Third-Party Content

Although the Town does not constantly monitor all its social media accounts, all content is subject to monitoring. For pages which allow comments, user-generated posts or comments may be rejected or removed when the content:

- is off-subject or out of context.
- contains obscenity or material that appeals to the prurient interest.
- contains personal identifying information or sensitive personal information.
- defames, abuses, harasses, stalks, threatens, or violates the legal rights of others.
- incites or promotes violence or illegal activities.
- includes racism, hatred, slander, threats, obscenity, violence, or vulgarity.
- contains information that reasonably could compromise individual or public safety.
- advertises or promotes a commercial product or service, or any entity or individual.
- promotes or endorses political campaigns or candidates.
- compromises the privacy of public safety officials.
- could harm the safety or well-being of one of our employees, including personal attacks.
- contains links to phishing content or other content designed to compromise security.
- includes copyrighted material that belongs to another person.

In the best interest of the Town's residents and interested parties, content on each social media site is designed chiefly to provide information.

Any inclusion of third-party hyperlinks, images, applications, or references on the site does not constitute an endorsement or recommendation by the Town of Bridgewater. Their inclusion is simply to provide users with relevant information and resources.

The Town does not, unless required by law, share personally identifying information with any third party. Staff who manage Facebook pages which allow comments should post these rules directly on the page.

To REPORT a non-emergency problem or issue of any type, visit the Town of Bridgewater web page at www.BridgewaterMA.org and click "Report It!" or <https://www.bridgewaterma.org/1493/Report-It>