

# Town of Greenfield

PO Box 10  
7 Wilton Rd.  
Greenfield Center, NY 12833



Phone (518) 893-7432  
Fax (518) 893-2460  
[www.greenfieldny.org](http://www.greenfieldny.org)

## Town of Greenfield Social Media Policy – Approved on March 14, 2024

### PURPOSE

This document defines the social networking and social media policy for the TOWN OF GREENFIELD, (hereinafter the “Town”). To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, Town departments may consider using social media tools to reach a broader audience. The Town encourages the use of social media to further the goals of the Town and the missions of its departments, where appropriate. This document pertains to the oversight and management of Town-sponsored social media pages. Personal employee or other social media policies are included in the Town’s Employee Manual, adopted in 2023.

All official Town-related communication through social media should remain professional in nature and should always be conducted in accordance with the Town’s communications policy, practices, and expectations. Employees must not use official Town social media for political purposes, to conduct private commercial transactions, or to engage in private business activities. Town employees should be mindful that inappropriate use of official Town social media can be grounds for disciplinary action.

### GOALS

The Town aims to effectively use social media accounts to:

- Provide information about programs and services of the Town of Greenfield.
- Support **in-person** community engagement and outreach.
- Conduct business in an open and inclusive manner.
- Share information about local community events and things to do.
- Drive traffic to Town website as a central place of information for residents and businesses.
- Assist with recruitment efforts.
- Foster a sense of community pride and loyalty and support for all Greenfield organizations and businesses.

### WHAT TO POST

Official social media sites need to be clear, precise and follow industry best practices for posting updates. All content posted to Town social media should be:

- Relevant – Information that engages residents and pertains to their daily lives.
- Timely – Pertains to deadlines, upcoming events, or current news.
- Professional– Dialogue and information posted should be written in a consistent manner, representative of the Town government as an entity, not any particular staff member or official.

- While we will focus on Town-sponsored information, we will share information from the County and State when relevant, at the discretion of the Supervisor and Town Clerk. We will include other community events and programs, so long as they affect the public at large (or a sizable segment of our population) and do not support specific political affiliations.

#### WHAT NOT TO POST

Town employees may not publish content on Town social media sites that includes:

- Confidential information
- Copyrighted material without permission
- Profane, racist, sexist, threatening or derogatory content or comments
- Partisan political views

#### WHO MAY POST

Only individuals authorized by the Town may publish content to the Town's online platforms. Town social media accounts will be managed by a lead administrator, determined by the Town Supervisor. Content will be generated by the lead administrator, under the supervision of the Town Clerk and Town Supervisor. Department Heads may forward information for consideration for social media. Content may be created by Department heads, but should be shared with the Administrator in an editable version. In the event that a back-up administrator, Town Supervisor or Town Clerk posts on social media, the administrator will be notified. This will ensure consistency of voice/messaging and proper timing with other scheduled posts.

All Town social media accounts will be managed by the same administrator. This includes Brookhaven Winter Park and any social media accounts set up for Town-sponsored events. Brookhaven Golf Course will be managed by the Head Golf Professional, who will work with the administrator as needed.

#### COMMENTING

It is up to the discretion of the Town Supervisor or Town Clerk whether comments will be open for the public. Please note that the current technology requires an item to be posted before comments can be turned off. This results in occasional commenting, which can be deleted at the discretion of the administrator. When comments are turned on, only the administrator will interact or respond. It is our intention to direct most questions to the appropriate contact at Town Hall at 518-893-7432. We aim to encourage face-to-face, phone or email communication.

#### TAGGING

All tagging by external sites and persons will be reviewed and approved by the administrator. In most cases, the municipal social media will not approve tags.

## BLOCKING

The Town reserves the right to delete comments that are irrelevant to the post, are commercially driven, share misinformation, contain obscenity, incite or promote violence/illegal activities or harass Town employees or others. Repeat offenders will be blocked. Those with grievances should be communicating with the Town via a visit, phone call, email or a letter. If comments are open, the Town will not censor opposing views unless they share misinformation, contain obscenity, incite or promote violence/illegal activities or harass employees or others.

## REGISTERING A NEW PAGE

All new Town of Greenfield social media sites or events shall be (1) approved by the Town Clerk, (2) published using approved social networking platform and tools, and (3) managed by Administrator.

## DEREGISTERING AN EXISTING PAGE

If a social media page is no longer of use, (1) notify the Town Clerk, (2) ensure records have been archived according to local and state laws, (3) unpublish and delete page.

## INTERNAL POLICY EXTERNAL POLICY PURPOSE

To build communication and trust with our residents and visitors, and to provide information.

## MODERATION OF THIRD-PARTY CONTENT

Third Party comments, messages, posts, opinions, advertisements, videos, promoted content, external hyperlinks, linked websites (or the information, products or services contained therein), statements, commercial products, processes or services posted on any social media site and such communications are those of the authors and do not reflect the views of the Town.

## RETENTION

Social media sites will be subject to our retention and disclosure requirements. The public has access to any information of which our Town is the custodian.

---

To that end, we automatically collect and store all information posted on this Town social media site. All information posted on this site may be subject to public disclosure under, even if it has been deleted. The Department maintaining a site shall preserve records pursuant to a relevant records retention schedule.

## EMERGENCY POSTINGS

All emergency postings will come from the direction of the Town Supervisor or the Town Clerk.

## IMPLEMENTATION

This policy has been reviewed and approved by our Town Board and legal counsel. It is posted and easily searchable on our website at [greenfieldny.org](http://greenfieldny.org).

**March 14, 2024**