

Town of Berwick Maine Facebook Page Maintenance

Purpose: Facebook is a social networking site. Businesses and governments have joined individuals in using Facebook to promote activities, programs, projects and events. This standard is designed for Town's departments looking to drive traffic to department Web sites at berwickmaine.org and to inform more people about Town activities. These standards should be used in conjunction with the Town's Guidelines for Social Media Use policy. As Facebook changes these standards may be updated as needed.

Establishing a page: A department that determines it has a business need for a Facebook account, it will submit a request to the Town Manager that includes: department requesting, person who will be responsible for that account, name of the page and reason for the request. Only the Town Manager can approve a new page.

Content:

- **Type:** Type of 'pages'
The Town will create 'pages' in Facebook not 'groups.' Facebook 'pages' offer distinct advantages including greater visibility, customization and measurability. Related community pages are unofficial representations of town business created by Facebook.
- **Style:** Departments will use proper grammar and standard AP style, avoiding jargon and abbreviations. Facebook is more casual than most other communication tools but still represents the Town at all times.
- **Description:** For 'type' description, choose 'government.'
- **Comments:** If comments are turned on, the Facebook page will include a tab/link to a Comment Policy tab with the following disclaimer:
“Comments posted to this page will be monitored. Under the Town of Berwick Guidelines for Social Media Use policy, the Town reserves the right to remove inappropriate comments including those that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, support or oppose political candidates or ballot propositions, promote illegal activity, promote commercial services or products or are not topically related to the particular posting.”

Link: All approved Facebook accounts will state on the Page Info page that they link to the Town at www.berwickmaine.org

Name: Page name will be descriptive of the department so anyone viewing the page will know the sponsor. Departments will choose carefully with consideration for abbreviations, slang iterations, etc.

Page administrators: A successful page requires "babysitting." The "administrator" is responsible for monitoring their Department's Facebook page and approving posts. Pages will stay professional with appropriate information. Factual replies to posting are supported but personal opinions will not be acceptable. The page administrator is responsible for making sure content is not stale.

Comments and Discussion Boards: Comments to the timeline generally will be turned off but may be allowed on a case-by-case basis with request from the Facebook administrator and/or department head and approval from the Town Manager. Discussion Boards/apps will be turned off.

Applications: There are thousands of Facebook applications. Common applications can allow users to stream video and music, post photos, and view and subscribe to RSS feeds. While some may be useful to the page's mission, they can cause clutter and security risks. An application will not be used unless it serves a business purpose, adds to the user experience, comes from a trusted source and is approved by the Town Manager. An application will be removed immediately if there is significant reason to think it is causing a security breach or spreading viruses.

Archive: Content that cannot be retrieved from Facebook via the Application Programming Interface and needs to be retained as a record needs to be printed and maintained according to records retention policies.

Current Pages:

Town of Berwick Facebook page – administered by the Town Clerk

Town of Berwick Recreation page – administered by the Recreation Director

Town of Berwick Police Department – administered by the Police Chief

Town of Berwick Fire Department – administered by the Fire Chief

Town of Berwick Public Works Department – administered by Foreman’s designee

Town of Berwick Water Department – administered by the Water Department Chief Operator

Envision Berwick – administered by the Town Planner Representative

BCTV – administered by the BCTV Coordinator

Farmer’s Market – administered by the Farmer’s Market Manager

And any others

The Town Manager can shut down any Facebook page that is not following this policy and/or the Social Media Policy. Inappropriate language, images, topics, links, or comments are all just cause to close a Facebook Account. Knowingly posting false information, personal opinions regardless of the Town’s position or harassing comments are also just cause to close a Facebook account.

This policy will remain in effect until rescinded or modified by a future vote of any Board of Selectmen.

Adopted: September 19, 2017

Signed:

Thomas Wright, Chair

Edward Ganiere, Vice Chair

Rebecca England

Mark Pendergast

Joshua Plante