

INTRODUCTORY LOCAL LAW NO.1 OF 2019

A LOCAL LAW ADDING CHAPTER 23 ENTITLED “SOCIAL MEDIA POLICY” TO THE TOWN CODE OF THE TOWN OF CHESTER

Be it enacted by the Town of Chester in the County of Orange, as follows:

Section 1. Title

This Local Law shall be referred to as "A Local Law Adding Chapter 23, Entitled "Social Media Policy", to the Town Code of the Town of Chester.

Section 2. Legislative Intent

The Town of Chester has determined that it is in the best interest of the Town to have social media policies in place which will allow designated employees of the Town of Chester to post relevant information on social media sites and allow commentary from the community. It is the intent of this local law to provide the social media policies of the Town of Chester in an effort to better serve the community.

Section 3. Social Media Policy

Chapter 23 entitled “Social Media Policy” is hereby added to the Town Code of the Town of Chester, to read as follows:

§23-1. Goal, endorsement and removal of content.

- A. The Town of Chester will have only approved official social media sites for each social media service or application that it shall maintain.
- B. The overall goal of the Town of Chester’s social media channels is to serve as an online information outsource focused on Town issues, projects, news and events. The Town’s social media channels are not intended to be used as public fora.
- C. The social media sites are to be administered by persons appointed by the Town Board. In the event that the Town Board fails to appoint administrators, the default administrators shall be the Town of Chester webmaster and the Parks and Recreation department head or his/her designee. In addition, the Town Supervisor shall be an administrator solely for the purpose of posting information related to any Emergency Preparedness information concerning the Town.

- D. The Town of Chester does not endorse any website, link, public comment, or advertisement on its social media sites placed by the public or vendors and/or partners. The Town of Chester reserves the right to remove any content from its social media sites at any time.

§23-2. Content policy.

The Town of Chester social media channels will serve to outsource news of the Town of Chester only. Any comments and/or questions or additional information on content posted to social media sites can be directed to the Town's administrators located on the Town's website at <https://chester-ny.gov/>.

§23-3. Definitions.

As used in this Chapter, the following terms shall have the meanings indicated:

SOCIAL MEDIA SITES

Content created by individuals using accessible, expandable and upgradable publishing technologies, through and on the internet. Examples of social media include, but are not limited to, Facebook, Twitter RSS, YouTube, LinkedIn, Google+ and Instagram.

TOWN SOCIAL MEDIA SITES

Social media sites that the Town Board of the Town of Chester establishes, for which the Town of Chester administrators assist in maintenance of the site, and over which the Town has control of all postings, except for advertisements or hyperlinks by the social media site's owners, vendors or partners.

§23-4. General Policy.

- A. The Town of Chester's official website of <https://chester-ny.gov/> (or any domain owned by the Town of Chester) shall remain the Town's primary means of communication.
- B. The establishment of the Town of Chester social media sites is subject to approval by the Town of Chester Town Board. Upon approval, Town social media sites shall bear the name and/or official logo of the Town of Chester.
- C. Town of Chester social media sites shall clearly state that the Town of Chester complies with its Social Media Policy.

- D. All content on the Town of Chester social media sites shall be reviewed and approved by the respective department head placing the content thereon and administered by the administrators. The administrators may act singly. In the event of a dispute between the administrators, resolution shall be determined by the Town Board of the Town of Chester.
- E. The Town of Chester social media sites shall link back to the Town of Chester's official website for forms, documents, online services and other information relevant to the business of the Town of Chester.
- F. The Town of Chester shall use social media sites as consistently as possible and in conjunction with other established Town of Chester communication tools.
- G. The Town of Chester reserves the right to terminate any Town of Chester social media site at any time without notice.
- H. The Town of Chester social media sites shall comply with the use rules and regulations as required by the site provider, including privacy policies.
- I. The Town of Chester's Social Media Policy shall be displayed to users or made available by hyperlink.
- J. Any content maintained on a Town of Chester social media site that is related to Town of Chester business, including a list of subscribers, posted communication and communication submitted for posting, may be considered a public record and subject to public disclosure.
- K. All persons representing the Town of Chester on Town of Chester social media sites shall conduct themselves at all times as professional representatives of the Town of Chester and in a manner consistent with all Town of Chester policies.
- L. All Town of Chester social media sites shall use authorized Town of Chester contact information for account set up, monitoring and access.
- M. Town of Chester social media sites may contain content including, but not limited to, advertisements or hyperlinks over which the Town of Chester has no control. The Town of Chester does not endorse any hyperlink or advertisement placed on Town of Chester social media sites by the social media site's owners, vendors or partners.
- N. The Town of Chester reserves the right to change, modify or amend all or part of this policy at any time.

§23-4. General Policy.

- A. The content of the Town of Chester social media sites shall only pertain to Town of Chester-sponsored or Town of Chester-endorsed programs, services and events. Content includes, but is not limited to, information, photographs, videos and hyperlinks.
- B. The Town of Chester owns any content posted by the Town of Chester, including photographs and videos.
- C. The department designee will be authorized to post content for approval to the administrators.
- D. Any employee authorized to submit items to the administrators for posting any of the Town of Chester social media sites shall review, be familiar with and comply with the respective social media site's use policies and terms and conditions.

Section 3. Severability.

If any clause, sentence, paragraph, subdivision, or part of this Local Law or the application thereof to any person, firm or corporation, or circumstance, shall be adjusted by any court of competent jurisdiction to be invalid or unconstitutional, such order or judgment shall not affect, impair, or invalidate the remainder thereof, but shall be confined in its operation to the clause, sentence, paragraph, subdivision, or part of this Local Law or in its application to the person, individual, firm or corporation or circumstance, directly involved in the controversy in which such judgment or order shall be rendered.

Section 4. Effective date.

This local law shall take effect immediately upon filing with the Secretary of State.