



## **Town of Indian Lake Social Media Policy**

**Adopted on September 8, 2025, by Indian Lake Town Board**

### **PURPOSE**

The purpose of this policy is to establish general standards and responsibilities for the acceptable use of social media platforms for the Town of Indian Lake (Town) and its constituents' departments. The Town recognizes social media platforms, such as Facebook, Nextdoor, Twitter (X), Instagram, and TikTok, provide a pathway for delivering information to residents, visitors, and community partners about activities, programs, goals and initiatives, news, and other information and material intended to increase public awareness, social capital (shared values and resources) and civic engagement. The immediacy of social media is a natural fit for communicating important messages to the public on short notice, promoting Town and community events and activities, and supporting Town businesses services and promotions.

The purpose of the Town social media posting policy is to outline the terms of use, prohibited content, and disclaimers as they apply to all Town communication. The policy also applies to all users of the Town's social media accounts, regardless of their employment status or job functions. The policy also applies to members of the public who comment or otherwise interact with the Town through its social media.

### **TERMS OF USE**

The Town invites organizations and businesses to share updates on events on the Town's social media pages to reach a localized audience. Social media sites administered by the Town are subject to the terms and conditions established by the Town and include the following:

- The term "Authorized User" refers to any Town employee responsible for the use, administration, management, monitoring of social media on behalf of the Town. Currently authorized users as of 7/2025 are Christine Pouch, Kylie Cannan and Jake Mahoney.
- A "User" is a citizen who signs up for and engages with social media accounts which have been created and are managed by the Town. They must review and adhere to the terms of the Town's policy. All postings and comments made by a user are voluntary and made at the user's own risk.
- By posting or commenting on any Town social media account, a user is acknowledging acceptance of all applicable terms of use of the Town as a social media host.

- Users should be aware the Town does not monitor activity on social media accounts 24 hours per day/7 days per week. Posts and comments are periodically monitored by Town designated staff.
- Posts made by Town staff maybe generated in advance and scheduled for release on certain days/times automatically. New postings do not always indicate an administrator is active on the site.
- Town social media accounts are not intended for conducting official business and cannot accommodate a user's attempt to report concerns or make official inquiries. Users needing assistance should contact the proper Town department directly during normal business hours by calling 518.648.5885.
- Comments posted by the public on the Town's social media sites do not necessarily reflect the opinion(s) of the Town. The Town and its individual departments, neither endorse nor oppose, by its actions or interactions related to restriction, removal or deletion of a submission/postings, the comments/content submitted/posted by others. Users alone are responsible for their comments, usernames, and/or any information or content they place or attempt to place on Town sites.

## **BENEFITS OF SOCIAL MEDIA TOOLS**

When used appropriately social media tools provide municipal agencies with exceptional opportunities to:

- Enhance the speed, reach and targeting of communication.
- Solicit community input on Town programs and services.
- Improve information exchange between Town residents, visitors and its employees.
- Increase the Town's ability to broadcast messages to the widest possible audience.
- Provides a platform for strategic branding-building efforts.

## **PERSONAL SOCIAL MEDIA USAGE**

Use of personal social media accounts for personal purposes (outside the workplace and using non-Town information systems), postings and user profiles on personal social media accounts must not state or imply that the views, conclusions, statements or other content are an official statement, position or communication of the Town, or that they represent the views of the Town or any Town employee or appointed/elected Town officers. Town authorized users should not use the Town's social media platforms for personal gain.

## **PROHIBITED CONTENT**

The following section pertains to both Town employees and its designees, as well as public/user generated content. The Town and its designees, repost, restrict, remove, and delete content and/or block any person, group, or entity submitting and/or repeatedly submitting comments/postings that are contrary to or inconsistent with the purpose of the page, not topically

related to particular postings authorized by the Town and its designees, violates applicable law and/or violate the applicable terms and conditions of use.

Only posts and/or comments consistent with the social media's host terms of use are welcome. Any information, posts or comments containing the following content will be removed from the social media site:

- Abusive, profane, threatening, insulting, false, defamatory, slanderous, libelous, hateful, harassing or stalking, racist, sexist, bigoted, homophobic, vulgar, obscene, violent, pornographic or sexual, inappropriate or offensive, and/or criminal or unlawful language or content.
- Content not topically related to a particular posting generated by the Town.
- Confidential information or information that compromises the security of the Town network or information systems.
- Content that promotes, fosters, or perpetuates discrimination based on race, religion, gender, marital or familial status, national origin, age, mental or physical disability, sexual orientation, gender identity, source of income, or other protected status under applicable law.
- Content that may tend to compromise the safety and security of the public or public systems.
- Content that constitutes or includes copyrighted or trademarked material and/or content that violates the legal ownership interest of another party, submitted or posted without prior authorization.
- Comments in support of or opposition to political campaigns or ballot measures.
- Photographs, videos, audio recordings and/or similar media or links to other pages or websites is, except when posted/approved by the Town, is strictly prohibited.

## **DISCLAIMER**

The Town of Indian Lake disclaims all responsibility and liability for any materials or content that the Town staff deems inappropriate for posting. The Town shall make efforts to remove said materials in an expeditious or otherwise timely manner, but disclaims liability if circumstances exist that prevent or hinder efforts to remove said materials.

“Friending,” “liking,” and/or similar exchanges/actions between individual Town employees and a social media site user does not indicate endorsement of that user's actions or comments.

Postings on the Town's social media site may reference copies of public records of the Town. The original public records may be subject to disclosure under NYS Freedom of Information Act (FOIA).

## **POSTING**

Official social media sites need to be clear and follow industry standards best practices. All content should be (1) relevant; (2) timely; (3) professional; and (4) apply to the public at large.

## **COMMENTING**

The Town has the discretion to turn on/off comments based on the content when applicable.

## **BLOCKING**

The Town reserves the right to delete comments that are irrelevant to the post, share misinformation, contain obscenity, incite or promote violence/illegal activities or harass Town employees or others.

## **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, statements, commercial products, processes, or services posted on any social media platforms and such communications are those of the authors and do not reflect the views of the Town.