



City of Concord  
New Hampshire

**OPERATING POLICIES & PROCEDURES**

*City of Concord, NH*

**DEPARTMENT OF ADMINISTRATION**

*Title*

**SOCIAL MEDIA SITE(S) POLICY**

*Major Classification*

**ADMINISTRATION – CITY MANAGER**

*Original Effective Date*

**07/16/2018**

*Revision – No. & Date*

**REV 1 - 02/23/2022**

*Procedure No.*

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The following disclaimer language should be included on the City of Concord's official website as well as any and all city approved and created social media sites.

***Privacy Policy and Disclaimer***

Any individual accessing, browsing and using a City of Concord Social Media site accepts without limitation or qualification, the City’s Social Media Policies (hereafter “Policies”). These terms and conditions apply only to the Social Media sites (defined here as third party hosted online technologies that facilitate social interaction and dialogue, such as Facebook, Twitter, Instagram, blogs, RSS, LinkedIn, YouTube) that are managed by the City of Concord.

The City of Concord operates and maintains its Social Media sites as a public service to provide information about City programs, services, projects, issues, events, and activities. The City of Concord assumes no liability or any inaccuracies these Social Media sites may contain and does not guarantee that the Social Media sites will be uninterrupted, permanent or error-free.

The City of Concord maintains the right to modify these Policies without notice. Any modification is effective immediately upon posting the modification on the Social Media Policy page unless otherwise stated. Continued use of a City of Concord Social Media site following the posting of any modification signifies acceptance of such modification.

All users of a City of Concord Social Media site are also subject to the site's own Privacy Policy. The City of Concord has no control over a third-party site's privacy policy or their modifications to it. The City of Concord also has no control over content, commercial advertisements or other postings produced by the Social Media site that appear on the City of Concord Social Media site as part of the site's environment.

***Posting Policy***

On the City of Concord Social Media sites that allow posts, recognize that these sites are limited public forums and are moderated by City staff. All posted content (comments, photos, links, etc.) must be related to discussion of City programs, services, projects, issues, events and activities.

**The following are prohibited on City of Concord Social Media sites:**

- Comments not topically related to City programs, services, projects, issues, events and activities, or the particular post being commented upon
- Posts and comments that promote or advertise commercial services, entities or products except as provided for in the City's enterprise funds and determined by the City to be essential to economic development
- Political statements, including comments that endorse or oppose political candidates or ballot propositions



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- Religious statements, including comments that endorse or oppose any type of religious opinions or activities
- Posts and comments that promote, foster or perpetuate discrimination on the basis of race, color, age, religion, gender, marital status, status with regard to public assistance, ethnic/national origin, citizenship, pregnancy, veteran's status, physical or mental disability or sexual orientation
- Posts and comments that include vulgar, offensive, threatening or harassing language, personal attacks or unsupported accusations
- Obscene or sexual content or links to obscene or sexual content Illegal activity or encouragement of illegal activity
- Information that may tend to compromise the safety or security of the public or public systems content that violates a legal ownership interest of any other party

The City of Concord reserves the right to remove posted content that does not comply with these Policies. All posts and comments uploaded to City of Concord Social Media sites that allow posts will be periodically reviewed. All posts and comments are public records subject to public disclosure under the Right to Know Act.

Communications made through City of Concord Social Media sites in no way constitute a legal or official notice or comment to the City of Concord. (For example, a post or comment that asks for public records will not be considered a public records request under RSA 91:A.) To comment about a specific City project or program, please contact the appropriate department or the Public Information Officer.

***Links and Embedded Content Policy***

**Links to other Social Media and/or External Websites Provided on City Social Media Sites**

The City of Concord may select links to other Social Media sites and outside websites that offer helpful resources for users. Once an individual links to another page or site, the City's Policies no longer apply and you become subject to the policies of that page or site.

The City of Concord's Social Media sites are intended specifically to share information about City programs, events and services. The City of Concord is not responsible for the content that appears on these outside links and provides these links as a convenience only.

Users should be aware that these external pages and sites and the information found on those pages and sites are not controlled by, provided by or endorsed by the City of Concord. The City reserves the right to delete links posted by outside individuals that violate the City's Posts Policy at any time without notice.



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**Links by Other Entities to City Social Media Sites**

It is not necessary to get advance permission to link to City of Concord Social Media sites; however, entities and individuals linking to City of Concord Social Media sites should not in any way suggest that the City of Concord has any relationship or affiliation with that organization or that the City endorses, sponsors or recommends the information, products or services of that site.

**Embedded content from City Social Media Sites on other sites**

It is not necessary to get advance permission to embed City of Concord Social Media site content; however, entities and individuals embedding content must not present City of Concord content as their own or otherwise misrepresent any of the City's Social Media site content. Furthermore, they shall not misinform users about the origin or ownership of City of Concord Social Media site content. Embedded content from City of Concord Social Media sites should not in any way suggest that the City of Concord has any relationship or affiliation with that organization or that the City endorses, sponsors or recommends the information, products or services of that site.

Approved by:

Thomas J. Aspell, Jr., City Manager

2.24.2022

Date

**REVISIONS**

Action	Date
Original	7/16/2018
Revised	02/23/2022