



How to Manage a Town Social Media Account

Our social media strategy is designed to fit into the Town's overall mission and Communications Strategy. Our goals are to boost traffic to existing Town social media pages and website; to increase timely dissemination of information; to raise awareness and engagement; to facilitate and participate in discussion with the public; and to promote other departments, as well as our community partners.

Submit a Social Media Site Request Form

CaPA creates the Town's official social media accounts and provides account access. We are able to monitor and assist. If an account becomes inactive, we will recommend removal. All Facebook accounts are interconnected under the umbrella of the Town of Chapel Hill.

Official Social Media Accounts

All Town social media accounts are posted at www.townofchapelhill.org/socialmedia.

Records Retention Responsibilities

Departments must comply with the records retention schedule. Posts by Town employees or the general public are subject to NC public records law. See www.records.ncdcr.gov/socialmedia/index.html

Sharing Information

Always link to more information on the Town's website: forms, documents, online services, etc.

Guidelines

Display the intended purpose of the social media site and link to policy guidelines.

Removing Content

Document any content you remove because it is inappropriate for the forum. The following content may be removed:

- Comments not topically related to the particular social medium article being commented upon;
- Comments in support of or opposition to political campaigns or ballot measures;
- Profane language/content;
- Discriminatory content based on race, creed, color, age, religion, gender, gender identity, gender expression, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- Sexual content or links to sexual content;
- Solicitations of commerce;
- Conduct or encouragement of illegal activity;
- Information that may compromise the safety and security of the public.

As a general rule allow negative comments, delete spam and try to respond rather than censor.

Personal Accounts

If you use a personal account, include a statement such as "Opinions expressed are my own." In general, employees should refrain from posting about the Town.

Following on Twitter and Liking on Facebook

- Document your criteria for following accounts.
- Be Selective—followed accounts and retweets should not reflect personal views or favoritism.
- Do not follow politically affiliated groups or religiously affiliated groups.
- Avoid following commercial accounts.
- Follow professional individual accounts (police chief, mayor etc.) but avoid following individual personal accounts unless this makes sense under your criteria.

