



Town of Chapel Hill, NC

**SOCIAL MEDIA POLICY**

Policy Number: CaPA -01

Issue Date

July 1, 2018

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Approved By:

Roger L. Stancil,  
Town Manager

## Social Media Policy

### I. POLICY

The Town of Chapel Hill broadly embraces social media as a tool to educate, increase access to Town services, exchange and receive information, encourage community engagement and increase transparency.

### II. PURPOSE

This policy applies to all official Town social media accounts. Town of Chapel social media sites are considered an extension of the Town’s official information networks. All official Town social media accounts are registered with the Department of Communications and Public Affairs. Each social media account has a designated social media liaison who receives support, guidance and training on best practices for social media account management through the Social Media Strategy.



**Professionalism:** We are committed to the excellence and accountability of our own performance as well as the performance of the organization. We carry out our jobs efficiently and effectively, are open to feedback about our performance and show a willingness to learn.



**Ethics:** We conduct ourselves in a way that is consistent with and deserving of the level of trust that has been placed in us by the community members of Chapel Hill.

The **Director of Communications and Public Affairs** is authorized to issue procedures consistent with this policy.