



# Town of Johnstown

## TOWN COUNCIL WORKSESSION COMMUNICATIONS

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**AGENDA DATE:** August 14, 2023

**SUBJECT:** Social Media Policy

**ACTION PROPOSED:** Work Session Discussion Only

**ATTACHMENTS:** 1. Proposed Elected Official Social Media Policy

**PRESENTED BY:** Avi Rocklin, Town Attorney  
Jamie Barker, Communications Manager

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**WORK SESSION DESCRIPTION:** For consideration is a proposed Elected Official Social Media Policy (“Policy”) to guide and govern Council’s conduct when participating in social media. The Policy recognizes two types of social media uses – official capacity use and personal capacity use.

The Policy contains content and use requirements with respect to official capacity use, including, among others, prohibiting the posting of discriminatory, confidential, or personal information. The Policy also provides that a Councilmember may not post content on behalf of the Town or the Town Council, absent Town Council authorization; engage in discussions related to quasi-judicial matters; restrict access to members of the public; or censor or delete posts.

As to personal capacity use, the Policy does not contain content requirements, but provides that, when using social media in personal capacity, a Councilmember should not associate the account with such person’s official position; identify the account as an “official” account; direct constituents or others to it in a way that suggests that the account is an extension of such Councilmember’s office; use the Town’s trademark or logo; or use a Town-issued email address to register on social media.

The Policy encourages Councilmembers to include a disclaimer on the accounts in generally the following form: “Comments, opinions and similar such postings on this site are my own and do not necessarily represent the Town of Johnstown’s positions, strategies or opinions.” The

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disclaimer need only be included on personal accounts when the personal use may reasonably be perceived as being related to the Town.

*Reviewed and Approved for Presentation,*



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Town Manager

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