SOCIAL MEDIA POLICY
Town of Londonderry, Vermont
Adopted November 16, 2026

I. Title and Authority

A. This policy shall be known as the Town of Londonderry (herein referred to as the Town) Social Media Policy (hereafter "Policy"). It has been adopted by the Town Select Board pursuant to 24 V.S.A. §§ 1121, 1122, and 872.

B. The Selectboard reserves the right to amend any of the provisions of this Policy for any reason and at any time, with or without notice.

C. This policy is administered by the Town Administrator or his/her authorized representative or designee.

II. Purpose.

A. The purpose of this Policy is to provide standards and procedures for the appropriate use of Town social media platforms. This Policy gives direction to Town employees, elected officials, volunteers, appointees, public bodies and other authorized users of the Towns' electronic/ computer resources to access and engage in social media platforms for Town purposes. This Policy also creates guidelines for any public user who accesses or comments on the Town social media platforms.

B. While this Policy generally applies to the most popular platforms, such as Facebook, YouTube, Instagram, Snapchat, and Twitter, it is acknowledged that social media is an evolving communications tool and that new platforms may become available over time. The Town may utilize social media plat forms to communicate information related to the business of the Town directly to the public as well as to provide members of the public the opportunity to comment on or participate in discussions concerning Town business, including but not limited to operations and services provided by the Town. The Town encourages the use of social media to further the goals of our missions of its departments and public bodies, and to contribute to the overall vibrancy of its community and degree of participation by its citizenry, where appropriate. The Town has an overriding interest and expectation in deciding what is published on behalf of the Town through social media and in establishing guidelines for the use of municipal social media by Town officials and the public.

III. Definitions.

The following definitions shall apply to this Policy:

A. **Comment** means a statement, post, image, remark, or response submitted by a Town official or member of the public to the Town's social media platform(s), including hyperlinks (links) and any medium of content.

B. **Designated Agent** means an individual designated by the Selectboard to receive and respond to notifications of claimed copyright infringement. Once named, the municipality must file a "designation of agent" form with the United States Copyright Office.

C. **Municipal Electronic Equipment** means all municipal electronic equipment including computers, cell phones, smart phones, or other devices, any associated

hardware or software, and any other municipal equipment that may be utilized to send or receive electronic communications.

D. **Town Official** means employees of the Town, elected or appointed officials, and volunteers.

E. **Town Social Media** or **Town Social Media Platform** means the official social media platform(s) of the Town or that the Town uses to communicate to the public:

   a. Town of Londonderry Facebook page
   b. Londonderry Planning Commission Facebook page
   c. Londonderry Vermont Conservation Commission Facebook page
   d. Village Wastewater Facebook page
   e. Mountain Towns Park & Recreation Facebook page
   f. Mountain Towns Park & Recreation Website
   g. Front Porch Forum
   h. Town website:londonderryvt.gov

F. **Town Social Media Moderator** means an individual designated by the Selectboard to monitor, manage, and oversee Town social media comments and content.

G. **Town Website or Official Town Website** means the official website/domain of the Town: www.londonderryvt.gov

H. **Social Media Platform or Social Media** means the various forms of information-sharing technology to create online content and dialogue around a specific issue or area of interest. Examples of social media applications include but are not limited to Facebook, Google, YouTube, Instagram, Snapchat, Flickr, Twitter, LinkedIn, Front Porch Forum and news media comment-sharing/blogging.

I. **User** means a member of the general public who accesses, comments, or posts content to Town social media platforms.

IV. Conduct of Town Officials/Guidelines

A. Those designated and authorized to utilize Town social media platforms do so with the understanding that they are representing the Town via social media outlets and must conduct themselves at all times as representatives of the Town. Officials' use of Town social media platforms shall comply with this Policy, the Town's personnel and any other relevant policies, charter provisions, rules, and regulations. This includes any usage of Town social media platforms from outside of the workplace.

B. When a Town official responds to a comment in his/her capacity as a Town official, the official's name and title should be made available.

C. Information posted to Town social media platforms is public information, and all comments and posts by municipal officials are subject to Vermont's Public Records Law, Open Meetings Law, and all other applicable laws, rules, policies, Town charter provisions and regulations. Town officials should have no expectation of privacy regarding the information posted on social media platforms nor in anything created, sent or received on Town

electronic equipment. The Town may monitor any and all transactions, communications and transmissions to ensure compliance with this Policy and to evaluate the use of its equipment.

D. When conducting Town business, Town officials are expressly prohibited from disclosing any information via comments or posts to Town social media platforms that may be confidential.

E. Town officials are discouraged from using personal accounts to comment on or post Town information to Town social media platforms or to post information regarding official Town business, or posting personal opinions about the Town, other officials, or employees on any social media platforms while serving their terms as Town Officials, unless authorized by the Selectboard to do so.

F. It is the responsibility of authorized Town officials to ensure that information communicated by means of social media is accurate and up to date.

G. No personal telephone numbers, email addresses, personal addresses or any other personal information will be put on social media.

H. No public records shall be disseminated via social media.

I. No third-party vendors or sale of materials.

J. Updates will be posted in a timely manner.

K. The Town Social Media Moderator will monitor the content posted by Town officials and the public on each of the Town's social media platforms to ensure it complies with this Policy for appropriate use, messaging and branding, consistent with the goals of the Town.

L. All Town officials must be provided with a copy of this Policy and sign the Acknowledgement of Official Use by Town Officials (see Addendum A) prior to being appointed or upon being elected.

V. Designation of Social Media Platforms

For each of the Town's social media platforms, the Selectboard has identified and designated the type of speech forum, and its purpose and rules, as follows:

A. Government Speech Forums.

The following social media platforms are hereby designated as Government Speech Forums:

1. Town Website
2. Town Email
3. Wastewater FB
4. Planning Commission FB
5. Londonderry Conservation Commission FB
6. Mountain Towns Park & Rec FB
7. Mountain Towns Recreation Website

These platforms do not allow for any public comments whatsoever. They are reserved for the Town government to engage in its own expressive conduct to promote its own message.

B. Limited Public Forums.

The following social media platforms are hereby designated as Limited Public Forums: https://www.facebook.com/groups/londonderryvtforum

This site is not moderated or maintained by the Town, but can be utilized to promote Town information. Posts which are shared to this forum shall abide by the rules of the forum.

VI. User Comments: Rules and Guidelines

A. This Section applies to users who access or comment on the Town social media platforms. The rules and guidelines in this Section apply to all Town social media platforms or community forums.

B. Any Town sponsored Social Media pages will disable the ability for the public to comment.

C. Comments on Social Media by Town officials containing, constituting, or linking to any of the following inappropriate forms of content shall not be permitted on any type of social media platform and are prohibited while the official is in service to the Town:

1. Profane, obscene, or sexual language;
2. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation;
3. Solicitations of commerce, including but not limited to advertising of any business or product for sale;
4. Disruptively repetitive content;
5. Conduct or encouragement of illegal activity;
6. Information that may tend to compromise the safety or security of the public or public systems; Malicious or harmful software or malware;
7. Defamatory or personal attacks;
8. Threats of violence or to public safety; Confidential, private, or exempt information or records as defined by State law
9. Conduct that violates any federal, state, or local law;
10. Copyrighted materials in violation of State of federal law; or Comments that are clearly unrelated to the subject matter of any post made on the platform by or on behalf of the insert Town.

D. Users may contact the Town Social Media Moderator at any time to identify comments or other conduct on the Town social media platforms in violation of this Policy. Users should avoid and ignore responding to a comment in violation of this Policy, or if responding, do so in conformance with this Policy.

E. All comments posted to any Town social media platform are bound by that platform's applicable statement of rights and responsibilities or terms of service. The Town reserves the

right to report any violation of that platform or site's statement of rights and responsibilities or terms of service to the platform or site's provider with the intent of the provider taking appropriate and reasonable responsive action.

VII. Account Management

A. Town officials may only establish or use Town social media platforms on behalf of the Town after approval by the Selectboard or the Town Administrator as authorized representative. The Selectboard or Town Administrator as authorized representative or designee will review all requests by Town officials to contribute to Town social media platforms and has the sole authority to authorize their use and establish and/or terminate Town social media accounts. In this role, the Selectboard or Town Administrator as authorized representative will evaluate all requests for usage, verify staff authorized to use Town social media tools, and confirm completion of online training for social media if deemed necessary. The Selectboard or Town Administrator as authorized representative will also be responsible for maintaining a list of all social media platforms in use, the names of all administrators of these accounts, as well as the associated usernames and active passwords.

B. Usernames for social media platforms should be an email address owned by the Town of Londonderry if possible, otherwise a username which is easily transferrable to another shall be utilized to prevent loss of control during turnover.

VIII. Town Social Media Moderator

A. The Selectboard or Town Administrator as authorized representative shall designate a Town Social Media Moderator to monitor, manage, and oversee all comments and, content on each social media platform to ensure adherence to this Policy, including appropriate use, messaging, and branding that is consistent with the interests, goals, and objectives of the Town.

B. If a comment or other content is edited or removed by the Town Social Media Moderator, the comment or content must be retained in accordance with the relevant records retention schedule. The edit or removal shall be accompanied by a description of the reason such comment or content was deemed not suitable for posting along with the time, date, and identity of the poster when available.

C. The Town Social Media Moderator or his/her authorized representative or designee retains the sole authority to remove information from municipal social media outlets.

D. Designated department heads and/or other authorized Town officials will be responsible for the content and upkeep of any Town social media platforms they may create.

E. Wherever possible, content posted by the Town to the Town's social media platforms will also be available on the Town's official website. Town social media platforms should complement rather than replace the Town's existing website resources. Content posted on the Town's social media platforms should contain links directing users to the Town's official website for additional information, forms, documents, or online services necessary to conduct business with the Town.

F. All Town social media platforms shall clearly indicate that they are maintained by the Town and shall prominently display necessary contact information. All Town social media

platforms shall include the prominent placement of the official Town seal, if available, along with the following notification:

> *This is the official platform for the Town of Londonderry, Vermont. If you are looking for more information about the Town of Londonderry, Vermont please visit the Town's official website: www.londonderryvt.gov . The purpose of this platform is to provide general public information only. Should you require a response from the Town or wish to request Town services, you must go to www.londonderryvt.gov , if appropriate, or contact the Town at townadmin@londonderryvt.gov – 802-824-3356.*

IX. Copyright Infringement Notification

A. The Town complies with the provisions of the Digital Millennium Copyright Act of 1998 (DMCA). Federal law (U.S. Copyright Act, Title 17 of the US Code, and, more recently, the Digital Millennium Copyright Act, 105 PL 304) makes it illegal to download, upload, or distribute in any fashion copyrighted material in any form without permission or a license to do so from the copyright holder.

B. The Town respects the intellectual property of others and requests users of the Town social media platforms to do the same. In accordance with the DMCA and other applicable law, the Town may remove comments or posts to the Town social media platforms that are copyrighted, and to deny access to the Town social media platforms users who are deemed to be copyright infringers pursuant to this Policy.

C. The following notification shall be made accessible on all municipal social media platforms and on the Town's official website:

> *If you believe that any material on the Town's official website or Town social media platforms infringes on any copyright which you own or control, or that any link on Town social media platforms directs users to another website that contains material that infringes on any copyright that you own or control, you may file a notification of such infringement with the Town's Designated Agent as set forth below. Notifications of claimed copyright infringement must be sent to the Town of Londonderry, Vermont's Designated Agent, for notice of claims of copyright infringement. The Town of Londonderry Vermont's Designated Agent may be reached as follows:*
>
> *Designated Agent:* *Town Administrator*
> *Address:* *100 Old School Street, South Londonderry, VT 05155*
> *Telephone:* *802-824-3356*
> *Email Address:* *townadmin@londonderryvt.gov*

X. Public Records Law – Compliance

A. Town social media platforms and their related content are subject to Vermont's Access to Public Records Law. Records that are produced or acquired in the course of Town business, including material posted to Town social media platforms, may be a public record and therefore, there should be no expectation of privacy in regard to the information posted on Town social media platforms. Public records, regardless of format, are available for inspection and copying during customary business hours unless there is a specific statute exempting the record from public disclosure. Those records exempt from public inspection

and copying are set out at 1 V.S.A. § 317(c).

B. The official Town website and Town social media platforms shall clearly indicate that any content or comments posted or submitted for posting in whatever format are subject to public disclosure. Content related to Town business shall be maintained in an accessible format so that it can be produced in response to a public records request. Users shall be notified that public disclosure requests must be directed to the proper custodian of public records. The name, title, and contact information for the proper custodian of public records shall be posted on each Town social media platform.

XI. Public Records Law - Retention

Relevant records retention schedules apply to content on the official Town website as well as to Town social media platforms. Content posted or submitted for posting shall be retained pursuant to Vermont's Public Records Law in its standard format and in accordance with applicable disposition orders and retention schedules as established by the Vermont State Archivist.

XII. Open Meeting Law - Compliance:

A. All posts by members of the Towns's public bodies that relate to Town business are subject to Vermont's Open Meetings Law. Members (elected or appointed) of any Town public body should refrain from using Town social media platforms to discuss the business of the public body or take action by the public body in violation of Vermont's Open Meeting Law.

B. Furthermore, members of public bodies should refrain from commenting on or responding to inquiries related to quasi-judicial matters within the subject matter jurisdiction of their respective public bodies.

C. Members of Town public bodies may utilize Town social media for gathering public input and fostering of public discussion related to the role with which the public body has been charged by statute or the Selectboard, provided that the use is authorized in accordance with and conforms to this Policy.

D. Information posted by the Town on its social media platforms will supplement and not replace required notices and standard methods of providing warnings, postings, and notifications required to be made with regard to public meetings and hearings under Vermont law.

XIII. Enforcement against Town Officials

Employees found in violation of this Policy may be subject to disciplinary action, up to and including termination of employment in compliance with the Town's personnel Policy, employment contract, or collective bargaining agreement as appropriate[1]. Appointees and volunteers found in violation of this Policy may be subject to removal from their respected public posts. Elected officials found in violation of this Policy may be subject to private or

[1] Certain appointed public officers such as a Zoning Administrator and members of the Development Review Board may only be removed for cause and after being afforded with procedural due process protections including notice and a reasonable opportunity to be heard.

public admonishment and/or may be asked to resign their office[2].

The foregoing Policy is hereby adopted by the Selectboard of the Town of Londonderry, Vermont, this 16th day of November, 2026 and is effective as of this date until amended or repealed.

Town of Londonderry, Selectboard

_____	_____
Thomas Cavanagh, Chair	James Ameden, Jr., Vice-Chair
_____	_____
Leanne Alexander	James Fleming
_____	
Taylor Prouty	

[2] Unless there is a local ordinance or charter provision that states otherwise, such a request shall not be considered an order for the elected official to resign.