

RESOLUTION NO. 3 SERIES OF 2025

**A RESOLUTION OF THE BOARD OF TRUSTEES OF THE TOWN OF WILLIAMSBURG, COLORADO,
ADOPTING A SOCIAL MEDIA POLICY**

WHEREAS, the Board recognizes the importance of adopting a social media policy to establish enforceable, content-neutral guidelines for the use of social media platforms such as Facebook, Instagram, Twitter, and other online communication tools for disseminating information to the public;

WHEREAS, the Board seeks to ensure that the Town of Williamsburg's social media platforms are used effectively to promote timely, accurate, and comprehensive communication with residents, taxpayers, and the general public, while safeguarding the Town's official communications;

WHEREAS, the Board acknowledges the value of social media in fostering community engagement and dialogue while respecting the right to free speech for all individuals interacting with the Town's social media channels;

WHEREAS, the Board has reviewed the proposed Social Media Policy, attached hereto as Exhibit A, and finds it necessary to provide clear management procedures, operational guidelines, and content standards for the Town's social media usage;

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE TOWN OF WILLIAMSBURG, COLORADO, THAT:

1. The attached Social Media Policy (Exhibit A) is hereby adopted as the official policy governing the management and operation of the Town of Williamsburg's social media accounts and platforms.
2. This policy shall take effect immediately upon the adoption of this resolution and shall remain in effect until otherwise amended or rescinded by the Board of Trustees.
3. All official Town of Williamsburg communications disseminated via social media platforms shall comply with the standards, procedures, and restrictions outlined in the Social Media Policy.
4. Town staff and representatives responsible for managing social media platforms shall be trained on the implementation of the Social Media Policy to ensure compliance and consistency in communication.

ADOPTED by the Board of Trustees of Williamsburg, Colorado, on this 21st Day of January, A.D., 2025.


Joelina Espinoza, Mayor

ATTESTATION:



Ashley Smith, Town Clerk
Town of Williamsburg

1/16/25 - Resolution posted via Agenda attachment on website and Public Notice Boards located at:

- Quincy and Iron Horse Road, Williamsburg, CO
- Wilmont Road and Smith Gulch Road, Williamsburg, CO
- 1 John Street, Williamsburg, CO



Exhibit A

Town of Williamsburg Social Media Policy

Effective Date: January 21, 2025

Purpose

The Town of Williamsburg will design, implement, and manage its web-based social media resources as part of its overall communication strategy. Given that many residents and stakeholders use social media for news and communication, the Town of Williamsburg has developed its own social media accounts to inform the public about the Town's work and mission.

The Town of Williamsburg values the accuracy and consistency of information shared on its social media sites and respects the First Amendment of the U.S. Constitution and the right to freedom of speech. This policy establishes guidelines for both the Town's and the public's use of social media that balance these values.

Definitions

Social Media: Digital content created and shared by the Town on platforms allowing public engagement, including Facebook, Instagram, Twitter, YouTube, LinkedIn, and others.

Post: Content, such as text, pictures, videos, or any other media, shared by the Town or the public on social media accounts.

Comments: Replies, messages, or other forms of content posted in response to a social media post by the Town or the public.

User: Any individual interacting with the Town's social media accounts.

Policies

1. **Compliance with Laws:** The Town's social media sites must comply with Colorado open meetings and open records laws. Posts, comments, replies, and messages sent to the Town via social media may be considered public records and subject to release.
2. **No Elected Officials' Personal Links:** The Town will not link to personal websites or social media accounts of elected officials, and posts or comments attempting to do so may be removed.
3. **Non-Emergency Use:** Social media sites are not monitored 24/7 and are not a substitute for emergency services. Users needing emergency assistance should call 9-1-1.
4. **Responses to Public Engagement:** The Town does not guarantee responses to comments or messages sent through its social media accounts.
5. **Branding and Contact Information:** All social media accounts will clearly state they are maintained by the Town of Williamsburg and prominently display contact information. The Town logo and any relevant departmental badges or branding will be included.
6. **Official Town Website:** The Town's official website (www.townofwilliamsburg.colorado.gov) remains the primary source for information about Town business, services, and events. Social media posts should link back to the official website when possible.
7. **Professional Conduct:** Town staff representing Williamsburg on social media must act as professional representatives. Staff failing to adhere to this policy will be subject to disciplinary action as outlined in the Personnel Policies and Procedures Manual.
8. **Personal Use Restrictions:** Town employees may not use Town social media accounts for personal purposes, to express personal views on political or policy issues, or to discuss employment or personnel matters. Confidential information may not be disclosed on social media.

Expectations for Public Interaction

The Town of Williamsburg encourages civil, productive discussions to foster constructive engagement. The Town asks users to avoid profanity, personal attacks, bullying, or sharing misinformation, as social media platforms are publicly accessible and may be viewed by individuals of all ages.

Content Moderation

- 1) **Limited Public Forum:** The Town of Williamsburg's social media platforms are limited public forums. The Town invites public participation but reserves the right to remove content not protected under the First Amendment.
- 2) **Prohibited Content:** The Town may hide or delete content that includes:
 - a) Off-topic comments made on a specific topic thread or post.

- b) Profane, obscene, or pornographic content and/or language;
 - c) Content that could compromise an ongoing criminal investigation;
 - d) Defamatory posts;
 - e) Violation of the privacy of another individual;
 - f) Threats to any person or organization;
 - g) Solicitation of commerce, including but not limited to advertising of any business or product for sale;
 - h) Conduct in violation of any federal, state or local law;
 - i) Encouragement of illegal activity;
 - j) Information that compromises the safety or security of the public or public systems.
 - k) The Town reserves the right to remove comments that do not promote civil discussion or do not adhere to our post/comment policy. Examples include attacking another commenter, racial slurs, comments against a protected class etc.
- 3) **Retention:** Content violating these guidelines may be archived in compliance with the Town's records retention policy, along with a description of why the content was removed.
- 4) **Blocking or Banning Users:** Users violating this policy three or more times within a rolling 12-month period may be blocked or banned from the Town's social media accounts. Any blocked user may request a review of any social media blocking by emailing clerk@williamsburgcolorado.com.

This policy is subject to periodic review and updates. The Town of Williamsburg reserves the right to adjust its social media practices to better serve its residents and stakeholders while ensuring compliance with applicable laws.

