

**RESOLUTION TO ADOPT A TOWN OF CORNELIUS  
SOCIAL MEDIA AND SOCIAL NETWORKING POLICY**

**WHEREAS**, the Mayor and Town Board of Commissioners recognize the value in using social media and social networking sites to broaden communication regarding government services and facilitate greater citizen engagement; and

**WHEREAS**, the Mayor and Town Board find that social media should be used prudently to facilitate accurate, timely, and appropriate public information; and

**WHEREAS**, the purpose of the Town's Social Media Policy is to set forth the Town's goals, policies, and procedures relating to the Town's presence and social media sites and to regulate employees who are responsible for maintaining the Town's presence on social media; and

**WHEREAS**, public comments may be allowed on the Town's social media sites regarding particular areas of public concern, provided users of the sites adhere to the Town's rules and regulations regarding posting prohibited content; and

**WHEREAS**, the Mayor and Town Board have determined that the adoption of the policy attached hereto is in the best interests of the Town of Cornelius.

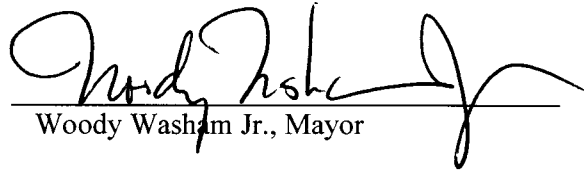
**NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND THE CORNELIUS BOARD OF COMMISSIONERS** that the Town of Cornelius Social Media Policy is hereby adopted as shown in the section attached hereto as Exhibit "A".

**BE IT FURTHER RESOLVED**, that the resolutions and parts of resolutions in conflict with the provisions of this Resolution are hereby repealed. All policies in conflict with the provisions of this Resolution are hereby repealed and superseded by this Resolution.

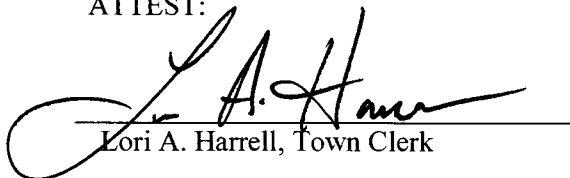
**BE IT FURTHER RESOLVED**, that if any section, subsection, sentence, clause, phrase or portion of this Resolution is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions thereof.

**BE IT FURTHER RESOLVED**, that the Town Manager is hereby authorized to implement this policy in his authority as Town Manager.

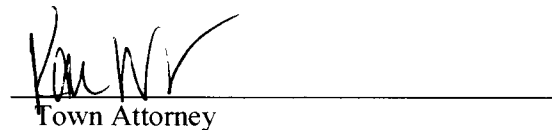
Adopted 17<sup>th</sup> day of May 2021.

  
Woody Washam Jr., Mayor

ATTEST:

  
Lori A. Harrell, Town Clerk

APPROVED AS TO FORM:

  
Town Attorney

Cornelius

# Social Media Use Policy

Approved by: Andrew Grant  
XX-XX-XXXX

# TOWN OF CORNELIUS SOCIAL MEDIA POLICY

Social Media includes websites, blogs, video postings, Facebook, Twitter, Instagram, YouTube, Nextdoor, chat rooms and other social networking sites or forms of online journals, diaries, or personal newsletters. All social media sites will only be used as a vehicle for communicating the Town's message and shall not be utilized as a public forum or for engagement between the public and town staff. Questions or messages from the public will be directed to contact town staff directly via email.

All government related communication through social media outlets should remain professional in nature and should always be conducted in accordance with the organization's social media policy, practices, and expectations. Employees should be mindful that inappropriate usage of the Town's social media platforms can be grounds for disciplinary action per the Town's Technology Use Policy. Staff posting publicly on behalf of the Town must keep a distinct separation between personal views and those held by the organization.

Content of posts and comments:

Communication should include no form of profanity, obscenity, or copyright violations. Confidential or non-public information may not be shared. There will be no political information or usage for political activity.

Posts and comments are public records. Communication via government related social networking sites is a public record and is subject to the North Carolina Public Records Statutes.

All content posted to Town of Cornelius social media accounts will remain on the sites as long as they are relevant, unless otherwise requested by Town management.

The Town of Cornelius will include the following statement on their social media sites:

The purpose of social media usage is to present matters of public interest in the Town of Cornelius, including the residents, businesses, and visitors. Please note this is a moderated-page and is not intended to be a public forum. Once posted, the Town of Cornelius reserves the right to delete submissions that contain vulgar language or material, personal attacks of any kind or offensive comments that target or disparage any individual based on their race, color, religion, gender, sexual orientation, national origin, physical or mental disability, genetic information, age, military or veteran status, or any other status protected by federal, state, or local law. The Town of Cornelius further reserves the right to remove comments that:

- Are spam or include links to other sites;
- Advocate illegal activity;
- Promote or advertise particular businesses, services or political organizations;
- Infringe on copyrights or trademarks;
- Use personally identifiable information;
- Contain confidential information;
- Contain opinions or endorsements regarding candidates for office, political issues, or municipal, county, state, or federal initiatives.

Multiple violations of comment standards may result in a public user's comments/postings being banned from Town social media sites.

The comments posted do not reflect the opinions of the Town of Cornelius or the elected and appointed officials and employees. The Town records retention schedule shall be followed when comments are removed. Questions or comments should be directed to town staff directly via email.

**DISCLAIMER**

The materials and information contained on or obtained from this social media platform are distributed "as is" without warranties of any kind. Information contained on the Town of Cornelius social media platforms, including information obtained from external links thereon, is provided without any representation of any kind as to accuracy or content and should be verified by the user. The Town of Cornelius is not responsible for any special, indirect, incidental or consequential damages that may arise from the use of, or the inability to use, the social media platform and/or the materials contained on the platform whether the materials contained on the platform are provided by the Town of Cornelius, or by a third party. Data contained on the platform are subject to change without notice.