

# Town of Belmont Social Media Policy



*This policy establishes guidelines for the use of social media by the Town of Belmont and sets the terms for public engagement on official Town of Belmont social media sites.*

## Authorization

Only individuals authorized by the Town of Belmont may publish content to an official Town of Belmont social media account.

## Posting Standards

All content posted to official Town of Belmont social media should be:

- Accessible - *Follows Section 508.*
- Accurate - *Content is factual, verifiable, and transparent.*
- Inclusive - *Content is respectful, non-discriminatory, and available to all.*
- Relevant - *Content engages residents and pertains to their daily lives.*
- Timely - *Content pertains to deadlines, upcoming events, or current news.*

## Terms of Use & Community Guidelines

The Town of Belmont's social media accounts are intended to inform and engage the community. All content posted by the Town or by users is subject to the Massachusetts Public Records Law (M.G.L. c. 66, § 10).

By commenting or engaging on our pages, you agree to these terms:

## 1. General Guidelines

Principles	Details
<b>Public Record</b>	All posts, comments, and direct messages sent to us are considered public records and may be retained and disclosed.
<b>Limited Forum</b>	All accounts are limited public forums restricted to the topic of Town of Belmont business, services, and official communications.
<b>Response Time</b>	We do not guarantee a response to all comments or direct messages, and accounts are not monitored 24/7.
<b>Emergency</b>	<b>DO NOT</b> use social media to report emergencies or crimes. <b>Call 9-1-1</b> immediately for assistance.

## 2. Prohibited Content (Content Subject to Removal)

To maintain a civil and productive environment, the Town of Belmont reserves the right to hide or delete user-generated content that violates these rules, as permitted by the First Amendment:

Principles	Details
<b>Off-Topic Content</b>	Comments not topically related to the specific post or thread.
<b>Illegal Activity</b>	Content that encourages or promotes illegal acts, violence, or compromises public safety or security.

<b>Harassment</b>	Threats, defamation, harassment, personal attacks, or content targeting protected classes
<b>Political or Commercial</b>	Posts that directly promote or endorse political campaigns/ballot measures, or solicit commerce (SPAM).
<b>Obscene Content</b>	Profane, obscene, or sexually explicit language or images.
<b>Private Information</b>	Information that includes sensitive personal identifying information (e.g., phone numbers, private addresses).
<b>Copyright Violation</b>	Content posted in violation of copyright or legal ownership interests.

### 3. Policy Enforcement

Comments or posts containing prohibited content may be **deleted or hidden**. Users who repeatedly violate these terms may be reported to the platform and blocked from the Town's page.