



TOWN OF JACKSON

SOCIAL MEDIA POLICY

The Town of Jackson maintains multiple Town-sponsored social media pages to communicate about Town services, programs, events, and policies. The public can engage on these social media pages by responding to content. This Social Media Policy outlines the Town's standards for content posted by the public on Town-sponsored social media pages. This statement shall be posted on the Town's website. These pages are not the Town's primary communication method, which can be found on the website: jacksonwy.gov. Posting of comments on these pages shall not be construed as providing notice to the Town of any claim, deficiency, request, or otherwise.

Content

1. The content of Town social media pages is for Town-related, Town-sponsored, or Town-endorsed services, programs, events, and policies. Content includes, but is not limited to, information, photographs, videos, and links.
2. The Town has full permission or rights to any content posted by the Town on its social media pages, including photographs and videos.

Comment Guidelines

1. The Town reserves the right to restrict or remove content that is deemed in violation of this policy or any applicable law. Comments, messages, posts, articles, images, video, or other content containing any of the following shall not be allowed and may be removed:
 - a. Content that promotes, fosters, or perpetuates discrimination or harassment based on race, creed, color, age, religion, gender, sex, marital status, status with regard to public assistance, national origin, ancestry, physical or mental disability, medical condition, genetic information, sexual orientation, gender identity, gender expression, military or veteran status, or any other protected class that exists now or may hereafter be created.
 - b. Content that violates a legal ownership interest of any other party, including, but not limited to infringement of a copyright, trademark, or any registered mark.

- c. Defamatory statements, or any material contained in them or content, that holds up an individual or groups of people to public ridicule, derision, embarrassment, or is libelous.
- d. Content, or any material within specific content, that is obscene or includes obscenity.
- e. Content that uses vulgar, offensive, threatening, or harassing language.
- f. Content that promotes or encourages, or appears to promote or encourage, the use or possession of unlawful or illegal goods, services, behavior, or activities.
- g. Content that supports or opposes any ballot issue or candidate for public office.
- h. Content that advocates or opposes a religion or religious belief.
- i. Content that contains an image or description of graphic violence.
- j. Comments unrelated to Town-sponsored, Town-endorsed, or Town-related programs, services, events, or policies; hyperlinks to material that is not directly related to the post to which they are linked.
- k. Spam or commercial promotions; content containing any unsolicited, irrelevant, inappropriate, or unauthorized message, advertisement, or solicitation (i.e. spam, junk mail, chain letters, phishing, or other promotional materials).
- l. Sexual content or links to sexual content.
- m. Information that may compromise the safety or security of any individual person, the public, or public systems or infrastructure.