



**RESOLUTION 2022-035 OF THE LEWISVILLE TOWN COUNCIL  
POLICY FOR USING PERSONAL AND PROFESSIONAL SOCIAL MEDIA PLATFORMS**

**WHEREAS**, the use of social media is prevalent in today's society; and,

**WHEREAS**, the Town of Lewisville must maintain the trust and respect of residents; and,

**WHEREAS**, a social media policy has been developed taking into consideration public records requirements, freedom of speech protection and more; and,

**WHEREAS**, the social media policy provides guidelines for elected officials and appointed members of Town boards and committees when engaging in social media.

**NOW, THEREFORE BE IT RESOLVED THAT** the Lewisville Town Council hereby adopts the attached Policy for Using Personal or Professional Social Media Platforms.

Resolved, approved and effective upon adoption this the \_\_\_\_ day of \_\_\_\_\_ 2022 by the Lewisville Town Council.

ATTEST:

\_\_\_\_\_  
Mike Horn, Mayor

\_\_\_\_\_  
Dora K. Moore, Town Clerk



## **Policy for Using Personal or Professional Social Media Platforms**

The Town's image as a professional organization is critical in maintaining the trust and respect of our residents. Elected officials and appointed members of Town boards or committees need to be thoughtful of their participation on social media platforms.

While officials and members may maintain personal websites or blogs, participate on social media networking sites, and/or exercise the right to free speech, their affiliation with the Town differentiates them from the average individual. Whether intended or not, participation or posts on social media may be interpreted as representing a Town position or policy.

Personal or professional participation on social media may be considered "public record" and may be accessed by the media, be submissible in litigation and/or result in legal or administrative action for violations of North Carolina's Open Meetings Law.

Here are some guidelines to practice when engaging in social media:

- 1) Maintain the confidentiality of Town-related information that is considered privileged or confidential. Examples of this type of information includes: personnel information, potential real estate transactions, pending legal actions and other legal matters that are identified as confidential or privileged by Town staff or attorneys.
- 2) Verify the truth and accuracy of any information regarding the Town and its activities prior to posting or commenting on any social media platform.
- 3) Unless you are specifically designated, never represent yourself as a spokesperson for the Town, the Town Council or any board or committee.
- 4) Engaging in social media discussions of Town-related matters when a majority of the members of the Council, board or committee participate in that discussion violates North Carolina's Open Meeting Law and must be avoided.
- 5) Refrain from expressing an opinion or position regarding a matter that is or may come before the Town Council or a board or committee of which you are a member.
- 6) Individuals are encouraged to share official Town social media posts on their personal and/or professional social media accounts.
- 7) Avoid posts that express favoritism and/or bias for or against any individual or group of individuals or reflect poorly on a public official, board or committee member, the Town or its residents.

- 8) Be aware that liking, sharing, retweeting or commenting on any social media posts can be perceived as an endorsement.
- 9) Avoid using social media accounts to communicate with Town officials, members or employees about Town-related matters as this may be considered public record.
- 10) Elected officials are prohibited from deleting posts and related comments on their personal or professional social media platforms that pertain to any Town-related matters.
- 11) Avoid any social media engagement that can potentially be perceived as a conflict of interest between personal or professional interests and matters that come before the Town.