

**Simsbury Technology Task Force  
Regular Meeting  
February 4, 2019 – 5:30pm  
Engineering Conference Room, 933 Hopmeadow Street**

Pledge of Allegiance

1. Minutes of January 7, 2019
2. Review Social Media and Website Use Policy – Board of Selectmen Referral
3. 2019 Planning
4. Next Steps/Agenda items for next meeting

Adjourn



# Town of Simsbury

933 HOPMEADOW STREET

SIMSBURY, CONNECTICUT 06070

## **Technology Task Force**

Monday, January 7, 2019

5:30 p.m.

Engineering Conference Room, Town Hall, 933 Hopmeadow Street

## **Regular Meeting Minutes**

**Members Present:** Larry DiSciaccia, Mark Orenstein, Bill Rucci, Dennis Kearns, Evan Marks, Ray Rosati, Mike Doyle, Harald Bender, John Jahne, Liz Peterson, Chris Kelly (Board of Selectmen liaison)

**Staff Present:** Melissa Appleby, Jason Casey

The meeting was called to order at 5:35pm by Chairman Mike Doyle.

### **1) Minutes of December 3, 2019**

The group noted that procedural items such as approval of minutes and meeting adjournment could be approved by consensus; the minutes of December 3 will be amended to reflect a consensus vote to approve the October 1 and November 5 minutes. Mr. Kearns made a motion to approve the minutes of December 3, 2019 with that change. Mr. Orenstein seconded the motion. All were in favor and it passed unanimously.

### **2) Appointment of Chair and Vice Chair**

Mr. Marks made a motion to appoint Mike Doyle as chair. The motion was seconded by Mr. Jahne. All were in favor and it passed unanimously. Mr. Kearns made a motion to appoint Evan Marks as vice chair. The motion was seconded by Mr. Rosati. All were in favor and it passed unanimously.

### **3) 2019 Planning**

The group discussed priority focus areas for this year. Members discussed a need to understand the major upcoming projects and workload of the IT department, and how the Task Force might assist with those initiatives. The group discussed areas such as policy development, life cycle of equipment, infrastructure, and department staffing levels. Members expressed an interest in benchmarking departmental staffing levels against those in comparable communities, and possibly making a recommendation for the FY20 budget cycle.

### **4) Next Steps/Agenda items for next meeting**

Continue discussion regarding 2019 initiatives.

## **Adjourn**

Mr. DiSciaccia made a motion to adjourn at 6:36pm. Ms. Peterson seconded the motion. All were in favor and the motion passed unanimously.

Respectfully Submitted,  
Melissa Appleby  
Deputy Town Manager



# Town of Simsbury

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Maria E. Capriola - Town Manager

## MEMORANDUM

**To:** Technology Task Force  
**From:** Maria E. Capriola, Town Manager  
**Date:** January 31, 2019  
**Subject:** Referral Regarding Proposed Social Media and Website Use Policy

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At its January 28, 2019 meeting the Board of Selectmen moved to refer the proposed Social Media and Website Use Policy to your board for feedback. The Board of Selectmen has referred this matter as follows:

*Move, effective January 28, 2019, to refer the proposed Social Media and Website Use Policy to the Technology Task Force and to advisory and elected bodies that have an existing social media or web presence, with a request that comments be sent back by March 1, 2019.*

Information included in the Board of Selectmen packet on this matter has been attached for your reference. A response is appreciated prior to March 1<sup>st</sup> 2019. Please submit your response to me in writing.

Thank you for your assistance with this matter.



# Town of Simsbury

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## BOARD OF SELECTMEN MEETING AGENDA SUBMISSION FORM

1. **Title of Submission:** Proposed Social Media and Website Use Policy
2. **Date of Board Meeting:** January 28, 2019
3. **Individual or Entity Making the Submission:**  
Maria E. Capriola, Town Manager; Melissa A.J. Appleby, Deputy Town Manager  
*Maria E. Capriola*
4. **Action Requested of the Economic Development Commission:**  
If the Board of Selectmen supports sending referrals to the Technology Task Force and to advisory and elected bodies that have an existing social media or web presence for consideration, the following suggested motion is in order:

*Move, effective January 28, 2019, to refer the proposed Social Media and Website Use Policy to the Technology Task Force and to advisory and elected bodies that have an existing social media or web presence, with a request that comments be sent back by March 1, 2019.*

5. **Summary of Submission:**  
Over the summer, the Economic Development Work Group discussed the concept of a Social Media Policy. This proposed (new) Social Media and Website Use Policy attempts to establish standards and procedures for the creation of social media and website accounts for the Town of Simsbury. Attached is the draft Social Media and Website Use Policy prepared by the Economic Development Work Group and endorsed at their January 8<sup>th</sup> meeting.

Staff has completed the following:

- Consulted with the Town Attorney to ensure the policy doesn't infringe upon first amendment rights (free speech)
- Consulted with the Town Attorney regarding whether or not the Board of Selectmen has the authority to authorize the creation or deletion of social media accounts and websites for other Town elected bodies, or to govern their content
- Consulted with Labor Counsel regarding any potential collective bargaining implications (i.e. mandatory v. permissive subject of bargaining)
- Collected feedback from department heads regarding the draft policy
- Provided the policy to union leadership with no concerns noted

The Economic Development Work Group is recommending that the Policy be referred to the Technology Task Force and to and advisory and elected bodies that have an existing social media or web presence. Since this matter is not urgent, and a number of bodies

will be reviewing the Policy; it is suggested by staff that referral responses be requested by March 1, 2019.

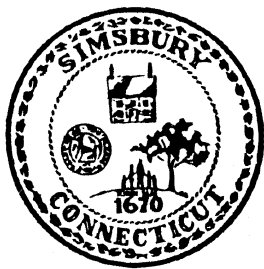
Pursuant to Section 2 of the Town's Personnel Rules and Regulations, administrative and personnel policies are adopted by resolution of the Board of Selectmen and the Town Manager is responsible for execution and implementation. If adopted, this Policy will be made available to Town employees, boards, commissions, and committees.

**6. Financial Impact:**

None

**7. Description of Documents Included with Submission:**

a) Draft Social Media and Website Use Policy



# Town of Simsbury

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## **TOWN OF SIMSBURY SOCIAL MEDIA AND WEBSITE USE POLICY** *Adopted by the Simsbury Board of Selectmen on **INSERT DATE**, 2019*

### **I. Purpose**

The purpose of this policy is to provide standards and procedures for the establishment and appropriate use of Town of Simsbury social media and website accounts.

Social media and website accounts may serve as a mechanism for authorized Town employees and officials to disseminate information and communicate with members of the public regarding official town business and public service announcements. The Town recognizes that social media is an evolving communications tool with new resources constantly emerging and becoming available.

### **II. Applicability**

This policy applies to all Town employees, elected officials, and appointed officials, whether paid or unpaid, and covers the use of all Town information technology resources and online platforms.

### **III. Effective Date**

This policy shall remain in effect until revised or rescinded. The Town reserves the right to amend this policy as necessary.

### **IV. Policy**

The Town of Simsbury's social media outlets and websites shall serve primarily to disseminate information from the Town and communicate with members of the public regarding official Town business. Examples include but are not limited to: Town meetings, public hearings, and information sessions; activities, events or programs sponsored or co-sponsored by the Town; Town programs, services, and projects; forms; fees; policies; and topical or seasonal Town issues. The Town's social media accounts are not intended to serve as public fora. The Town's official website ([www.simsbury-ct.gov](http://www.simsbury-ct.gov)), and any other domains owned by the Town, will remain the Town's primary method of internet communication.

### **V. Account Management**

**A. Town Departments.** Social media accounts and websites established by Town departments are subject to approval by the Town Manager or his/her designee. Department directors will be responsible for managing the content and upkeep of any social media accounts and websites they create. The Town Manager or his/her designee

has the discretion and authority to eliminate, disable, or suspend the use of social media accounts and websites by Town departments.

- B. Elected and Appointed Bodies.** Social media accounts and websites established by elected and appointed bodies are subject to approval by the Board of Selectmen. Department directors will be responsible for managing the content and upkeep of any elected and appointed bodies' social media accounts and websites they are assigned to by the Town Manager or his/her designee. The Board of Selectmen may eliminate, disable, or suspend the use of social media accounts and websites by elected and appointed bodies. In the event of an emergency or exigent circumstances, the Town Manager or his/her designee may eliminate, disable, or suspend the use of social media accounts and websites by elected and appointed bodies.
- C. Contact Information.** All of the Town's social media sites shall use the Town's authorized contact information for account setup, monitoring, and access. The Town's social media accounts do not belong to a specific person and access will be transferred by the Town to staff members responsible for managing content as appropriate.

## **VI. Content Management**

- A. Communicating an Official Town Position on Social Media.** Employees and advisory bodies are not authorized to take a policy position and speak on behalf of the Town through social media unless authorized by the Board of Selectmen; this is not intended to prohibit or restrict an appointed official from speaking on behalf of oneself on a personal social media account or website regarding a matter of Town business so long as it is disclosed that the individual is not speaking on behalf of the advisory body or Town.

Any social media account or website bearing the name of the Town of Simsbury, but that is not an official account or website of the Town, shall display a disclaimer indicating that it is not an official account or website of the Town.

- B. Conduct on Social Media.** All authorized persons managing content for the Town's social media sites shall conduct themselves at all times as professional representatives of the Town and in a manner consistent with the Town's policies.
- C. Content.** Social media content should include information from the Town regarding official Town business. Examples include, but are not limited to: Town meetings, public hearings, and information sessions; activities, events or programs sponsored or co-sponsored by the Town; Town programs, services, and projects; forms; fees; policies; and topical or seasonal Town issues.
- i. Social media content should complement and be consistent with other established Town communication tools.
  - ii. Content should never include profane, foul, obscene, or other inappropriate language, photos, videos, or graphics.
  - iii. Content for an official Town social media account or website should be nonpartisan in nature, and users should not "share" any content that is partisan in nature. The Town's social media accounts should not "follow" any political entity, local business, or other special interest groups. This does not include not-

for-profit organizations, civic groups, or governmental agencies that serve Simsbury residents.

- D. Responses from the Town.** All authorized persons managing content should be aware that content posted by the public to social media sites may require a response from the Town. Users shall not provide lengthy responses or engage in debate through the social media forum. If comments provided by the public require a comprehensive response, those responses should be provided via private message, email, mail, or telephone.
- E. Public Records.** Content posted through the Town's social media accounts are subject to public records and record retention laws, rules, regulations and policies. Postings must not disclose information that may be confidential or exempt from disclosure under the Freedom of Information Act (FOIA). All content maintained in a social media format, including a list of subscribers and posted communication, may be a public record subject to public disclosure. Records should be retained in accordance with the relevant record retention laws.

## **VII. Violations of Policy**

Violations of this policy may be subject to discipline up to and including termination without lower levels of discipline having been issued depending on the nature and severity of the offense or offenses. Any discipline issued shall be in accordance with procedures outlined in the employees' relevant collective bargaining agreements or the Town Personnel Rules as applicable.

When it is determined that content has been posted that is not consistent with this policy, the Town Manager or his/her designee may authorize its immediate removal.