

SOCIAL MEDIA POLICY

Purpose and Mission

In keeping with the Stoneham Community Development Corporation's (Stoneham CDC) mission, the Board of Directors and volunteers of the organization select appropriate social media tools as an important means of collaboration, communication, and information exchange between the organization and the general public. The Stoneham CDC has established social media accounts primarily to increase the general public's awareness of upcoming Stoneham CDC events and projects and promote other Stoneham community events and projects (including those co-sponsored with other organizations), and to encourage dialogue and the exchange of information between the organization and the general public.

Stoneham CDC social media offerings are intended to create a welcoming, safe, and inviting online space where individuals will find useful and entertaining information. The Stoneham CDC's social media sites are not intended to be traditional public forums for the general exchange of ideas and viewpoints, but to be a limited forum for discussing Stoneham CDC projects and events and town-related projects and events. Social media is defined as any web application, site, or account that facilitates the sharing of opinions and information.

Comment Guidelines

The Stoneham CDC reserves the right to monitor content on all of its social media accounts and to modify or remove any messages, postings, or members that it deems, in its sole discretion, to be abusive, defamatory, in violation of a copyright, trademark or other intellectual property right of any third party, or otherwise inappropriate for the service. Comments, posts, and messages are welcome on the Stoneham CDC's social networking sites. By choosing to comment on Stoneham CDC social media sites, public users agree to the following terms. While Stoneham CDC recognizes and respects differences in opinion, comments may be moderated by the organization. Stoneham CDC does not discriminate against any views: however, we reserve the right to remove comments, photos, videos, or other images. Particularly those that are unlawful, not related, or contain any of the following:

- Abusive, vulgar, profane, offensive, or harassing language;
- Plagiarized or copyrighted material including use of shared files without consent of the copyright owner;
- Insults, threatening language, or personal attacks of any kind;
- Racist content, hate speech, or offensive terms that target specific individuals or groups;
- Potentially libelous statements and/or defamatory statements;

This policy encompasses all of the Stoneham CDC social media platforms including social media platforms for projects and initiatives of the Stoneham CDC including Stoneham Reads, Explore Stoneham and the Stoneham Transportation Advisory Committee (STAC.)

- Private and personal information published without consent;
- Organized political activity: person campaigning for elected office, ballot proposition, or the promotion or opposition of any political party;
- Duplicate posts from the same individual;
- Comments unrelated to the content of the forum, and/or hyperlinks to material that is not directly related to the discussion;
- Content that constitutes or encourages illegal activity;
- Commercial solicitations and/or promotions of services or products;
- Spam of any kind;
- Obscene posts.

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This policy is posted on the Stoneham CDC website at www.stonehamcdc.org, and the Explore Stoneham website at www.explorestoneham.com and is linked to all social media platforms related to the organization.

Complaints of any nature must be made by email, addressed to the Stoneham CDC Board of Directors, at info@stonehamcdc.org.

Policy approved by Stoneham CDC Board of Directors (March 12, 2021)