TOWN OF WINDSOR
SOCIAL MEDIA POLICY

1. Purpose and Scope

The Town of Windsor ("Town") maintains official social media accounts for the limited purpose of providing general information to the public regarding Town services, programs, meetings, and events. Social media is intended to supplement, not replace, the Town's official website, public meetings, or other established channels of communication.

This policy applies to all official social media accounts maintained by or on behalf of the Town.

2. Official Accounts and Administration

Only social media accounts authorized by the Town Board shall be considered official Town accounts. All official accounts are the property of the Town.

The Town Supervisor, Town Clerk, or their designee(s) shall serve as administrator(s) of the Town's official social media accounts and shall control posting privileges and administrative access, and comment settings, including the ability to enable, limit, suspend, or disable public comments.

3. Limited Public Forum

The Town's official social media accounts are limited public forums. Public comments may be permitted, subject to the restrictions set forth in this policy. The Town does not intend to open its social media accounts for unrestricted public discourse.

Public commenting is permitted solely at the Town's discretion. The Town reserves the right to allow, limit, suspend, or prohibit public comments on any post or on its social media accounts as a whole, at any time. Public access to comment is a privilege, not a right, and nothing in this policy shall be construed to require the Town to maintain public commenting or to provide a forum for public debate.

4. Prohibited Content

Comments or content posted by members of the public may be removed if they contain:

- Profane, obscene, threatening, or harassing language
- Discriminatory or hateful content based on protected characteristics
- Commercial solicitations, advertisements, or spam
- Content unrelated to the subject of the post
- False statements presented as fact
- Encouragement of illegal activity or violence
- Disclosure of confidential or private information
- Content that compromises public safety or security

Comments shall not be removed solely because they express criticism or disagreement with the Town, its officials, or its policies.

5. Moderation and Enforcement

The Town reserves the right to remove content that violates this policy and, in cases of repeated

violations, to limit or block a user's access to the Town's social media accounts. Moderation shall be conducted in a viewpoint-neutral and consistent manner. The Town may, but is not required to, respond to comments.

All moderation decisions shall be made in a content-neutral and viewpoint-neutral manner. Decisions to remove comments or to limit, suspend, or disable public commenting shall be based solely on objective, administrative, and operational considerations, including the Town's capacity to manage the account in a consistent and orderly manner, and shall be applied uniformly without regard to the subject matter, identity of the speaker, or viewpoint expressed.

6. No Legal Notice / Reporting Disclaimer

Town social media accounts are not intended to serve as a means for providing official notice to the Town. Comments, posts, or messages submitted through social media do not constitute legal notice to the Town, including but not limited to notice of claims, hazardous conditions, complaints, or requests for inspections. Residents must contact the appropriate Town office to provide official notice or request action.

7. Open Meetings Law

The Town does not conduct official business, make decisions, or deliberate through social media. Members of the Town Board shall avoid engaging in discussions on social media that could be construed as Town deliberation outside of a duly noticed public meeting.

8. Public Records and FOIL

Content posted on the Town's social media accounts, including comments and messages, may be considered public records and subject to disclosure under the New York Freedom of Information Law (FOIL). The Town may retain social media content in accordance with applicable records retention requirements.

9. Third-Party Platforms

The Town's social media accounts are hosted on third-party platforms and are subject to those platforms' terms of service. The Town does not control the policies or actions of third-party platforms.

10. Policy Review

The Town Board reserves the right to modify, suspend, or discontinue the Town's use of social media at any time including the ability to suspend or discontinue public commenting features in whole or in part.

Adopted: 2/11/2026