



*The Town is the sole owner and administrator of the Facebook page and any other social media account. The primary purpose of the Town of Ayer Facebook Page is to provide information to the residents and businesses of Ayer regarding official Town matters such as meetings and announcements and is not intended to become a cyber-forum for political and/or issue discussions. The Town reserves the right to do the following:*

1. To remove any postings that use profanity, discriminatory language, inappropriate language or any content which is sexual in nature.
2. The Town will not post any political notices including candidate endorsements, policy positions, etc.
3. The Town will not permit any for profit posts or advertisements, they will be removed.
4. All announcements and requested posts must be related in some way to the Town of Ayer.
5. The Facebook page and any other social media account should never be used as a substitute for 9-1-1 or immediate information.
6. Official Town posts will not contain Town employee or official's names, just their office unless approved by the Town Administrator.
7. **ALL** Facebook and any other social media account content are deemed public records under MGL.
8. The Facebook page and any other social media accounts are solely administered by the IT Systems Administrator with approval of content by the Town Administrator.
9. All requests for postings should be submitted to the Town's IT Systems Administrator.
10. These guidelines may be amended by the Board of Selectmen, preferably with recommendation from the IT Committee.
11. Facebook events may only be created by the Town Administrator or the IT Systems Administrator.
12. The Town reserves the right to block any individual user who consistently violates these guidelines.
13. The Ayer Police Department Facebook page is administered by the Ayer Police Department and they are solely responsible for its content.
14. Any content that is deemed to not be in the best interest of the Town will be removed.

*Approved by the Board of Selectmen on December 4, 2012*