

# New Hampshire Coastal Adaptation Workgroup

## Social Media Policy

**Purpose:** The New Hampshire Coastal Adaptation Workgroup (NHCAW<sup>1</sup>) has established social media sites primarily in order to inform coastal municipal staff, volunteers, and residents about programs, new research, and events; to encourage dialogue between community members; and to exchange information and knowledge between community members and NHCAW partners. The social media sites are not intended to be traditional public forums for the general exchange of ideas and viewpoints, but rather a limited public forum for discussion of specific programs and events. NHCAW shall remove content and postings not consistent with the specific purpose of the social media sites and this policy.

**Summary:** NHCAW encourages the use of social media to further the outcomes of its work and to assist NHCAW in its goal to engage coastal communities. To ensure that communication through our social media networks is consistent and in the best interest of NHCAW, this policy provides guidelines for the use of social media.

**Scope:** Applies to all NHCAW partners creating or contributing to blogs, social networks, or any other kind of NHCAW-operated social media.

**Rules of Engagement:** Our goal is to share ideas and information with as many individuals as possible and our policy is to accept comments – with few exceptions – that are appropriate to the content of the subject being discussed. Individual users are fully responsible for anything they post in comments, including links, videos, photos, and other material. Comments made by the public on the NHCAW Facebook page, Twitter page, and Instagram page are reviewed, and while comments will not be edited, they may be deleted without notification if they violate the following guidelines. All links posted as comments will be reviewed and may be deleted. Repeated violations of these guidelines may result in blocking the author from the social network platform. We understand that social media is a 24/7 medium; unfortunately, our monitoring capabilities are not. We trust in the maturity of our community to ignore personal attacks, negative speech, or any other site violations until we are able to respond. We make every effort to moderate all comments in a timely manner.

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<sup>1</sup> Any reference to “NHCAW” encompasses NHCAW as a partnership entity and all of NHCAW’s partner organizations whose logos appear on this website page: <http://www.nhcaw.org/who/>

Your message will be removed if it contains any of the following:

- Graphic, obscene, explicit, or racial content. We also do not allow comments that are abusive, hateful, or intended to defame anyone or any organization.
- Comments that suggest or encourage illegal activity.
- Attempts to defame or defraud any financial, commercial, government, or non-government agency.
- Comments not directly related to the posted purpose topic.
- Comments that NHCAW deems inappropriate.

NHCAW also reserves the right to delete any other comments/materials deemed inappropriate that are not covered by the preceding list. You participate at your own risk, taking personal responsibility for your comments, your username, and any information provided. NHCAW and its partners disclaim any and all liability that may arise from content or images that you share to our profiles. By submitting an image, or images, you agree that all information provided is true and accurate to the best of your knowledge and all permissions are granted.

**Disclaimer:** NHCAW's social media posts may include content or hypertext links to information created and maintained by public or private sources. When viewing content or a link, users are subject to security and privacy policies of the host website.

- NHCAW partners are not responsible, nor can they control content on third party sites.
- NHCAW does not control nor guarantee the accuracy or completeness of information contained in external content or hypertext links linking to or from third-party websites.
- Third-party content and links are not intended to reflect the opinion or policy of NHCAW, its officers or its employees.
- NHCAW does not guarantee that externally linked content, hypertext links, or websites comply with accessibility requirements of the Rehabilitation Act of 1973.

**Freedom of Information Act (FOIA):** State of New Hampshire generated content posted in third-party social media; social networking sites; or on public NH.gov servers becomes part of the public domain upon posting. With limited exceptions, such content is therefore not exempt from FOIA requests and New Hampshire's Right-to-Know law RSA 91-A. FOIA requests should be submitted through official request processes.

## Practices

**Shared content:** On all social media platforms, NHCAW might share content from other users or websites it thinks may interest its followers and support NHCAW goals. Links to other resources are provided for the convenience of users and are intended to point users to additional information that may add perspective. NHCAW is not responsible for the accuracy, currency, or reliability of the content of these links, nor does it explicitly or implicitly endorse these sites or their content.

**Posting frequency:** The number of posts per day, per social media platform varies. Most posts and responses will occur during regular working hours, 9 a.m. to 5 p.m. Monday through Friday. However, posts will occur during weekend or evenings to promote or share insights during special events, programs, contests, or for other reasons not mentioned here.

**Availability:** NHCAW accepts no responsibility for the network becoming unresponsive or unavailable.

**Accessibility:** NHCAW strives to post accessible content both on its web page and third-party, social media platforms.

**Advertising:** NHCAW does not endorse any products advertised through third-party social media sites nor does it generate or control any of the advertising. Information posted is not meant to recommend specific products or services.

**Liking and sharing:** NHCAW accounts will follow and like users on social media platforms related to business interests, such as other NHCAW-related accounts, accounts of relevant federal, state, and local governments, grantees and other partners, media organizations and reporters, or relevant businesses. NHCAW's decision to "like" or follow a particular account or post from another account, or the appearance of a user as a follower of NHCAW, does not imply endorsement of any kind. NHCAW content is also intended to be shared, and users are encouraged to share content they find relevant or interesting.

**Contact:** NHCAW's primary social media accounts are managed by the New Hampshire Department of Environmental Services Coastal Program, the University of New Hampshire Cooperative Extension, and New Hampshire Sea Grant. Contact Kirsten Howard at [Kirsten.howard@des.nh.gov](mailto:Kirsten.howard@des.nh.gov) / 603-559-0020 or Nathalie Morison at [Nathalie.Morison@des.nh.gov](mailto:Nathalie.Morison@des.nh.gov) / 603-559-0029.