



NHDES Social Media Policy

Purpose: NHDES has established social media sites primarily in order to inform residents about programs and events, to encourage dialogue between residents about these programs and events, and to exchange information and knowledge between residents and NHDES staff about these programs and events. 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. Courts have recognized that governmental entities, such as NHDES, may create limited public forums for specific purposes and limit discussion on the forum to those specific purposes. NHDES shall remove content and postings not consistent with the specific purpose of the social media sites and these Guidelines.

Summary: NHDES encourages the use of social media to further the outcomes of its programs and to assist us in our mission to better engage with our Community. NHDES has an overriding interest and expectation in deciding who may "speak," and what is "spoken," on behalf of NHDES. To ensure that communication through our social media networks is consistent and in the best interest of NHDES, this policy provides guidelines for the use of social media.

Scope : Applies to all NHDES employees or contractors creating or contributing to blogs, wikis, social networks, or any other kind of NHDES owned and 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 NHDES Facebook pages 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.

NHDES also reserves the right to delete any other comments/materials deemed inappropriate that are not covered by the preceding list. Repeated violations of the department's 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.

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.
- Solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or non-government agency. We also do not allow attempts to defame or defraud any financial, commercial, government or non-government agency.
- Comments not directly related to the posted purpose topic.
- Comments that NHDES deems inappropriate.

You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.

NHDES disclaims 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

New Hampshire Department of Environmental Services' 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 outside of the des.nh.gov domain, users are subject to security and privacy policies of the host website.

- NHDES is not responsible, nor can it control content on third party sites.
- NHDES 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 NHDES, its officers or its employees.
- NHDES 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, NHDES might share content from other users or websites it thinks may interest its followers and support NHDES 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. NHDES 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, 8 a.m. to 4 p.m. Monday through Friday.

Availability

NHDES updates are also subject to downtime that may be out of NHDES control because servers are managed by a third party. NHDES accepts no responsibility for the network becoming unresponsive or unavailable.

Accessibility

NHDES strives to post accessible content both on its web pages and third-party, social media platforms. NHDES videos are closed-captioned and/or scripts are provided.

Advertising

NHDES 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

NHDES accounts will follow and like users on social media platforms related to business interests, such as other NHDES-related accounts, accounts of relevant federal, state and local governments, grantees and other partners, media organizations and reporters. NHDES' decision to "like" or follow a particular account, or the appearance of a user as a follower of NHDES, does not imply endorsement of any kind. NHDES content is also intended to be shared, and users are encouraged to share content it finds relevant or interesting.

Contact

NHDES' primary social media accounts are managed by the Public Information and Permitting office. Contact Jana Ford at jana.ford@des.nh.gov / 271-8332 or Jim Martin at james.martin@des.nh.gov / 271-3710.