

Falmouth Historical Society/Museums on The Green Social Media/Networking Policy

Purpose:

In keeping with the Falmouth Historical Society's mission to educate, preserve, present, celebrate and share history of the Cape Cod town of Falmouth, the Falmouth Historical Society and the Museums on The Green ("Museum") have established or will establish social media sites primarily to inform about Museum programs, events (including those co-sponsored with other organizations), historic buildings and grounds, to encourage dialogue and the exchange of information and knowledge about these programs, events, materials and the historic site.

The Museum regards online social software applications in the same way as its other information resources in accordance with its mission of serving the town's informational, educational, cultural and recreational pursuits. The Museum staff will maintain and edit the content of the Museum hosted sites to comply with all Museum Policies.

The Museum's social media sites are not intended to be traditional public forums for the general exchange of ideas and viewpoints, but a limited forum for discussing Museum programs, events, materials and site. Courts have recognized that Museums are limited purpose public forums, and as such, are only obligated to permit the public to exercise rights that are consistent with the nature of the Museum and consistent with the government's intent in designating the Museum as a traditional public forum. All postings related to the above mission statement (as so determined by the Museum in its sole discretion) are permitted except as otherwise stated in this policy.

Definitions:

- "Museum" shall mean the Falmouth Historical Society/Museums on The Green.
- "Posting" shall mean any writing, image, video, download, audio file, and hyperlinks to other websites (or media which is downloaded, referenced, inserted, or) placed upon any Museum social media site.
- "Social Media site" shall include any online forum/site, web application or account created and/or maintained by the Museum or its agents, which permits users to communicate with others users through postings, including without limitation, Facebook, Twitter, blogs, wiki, You Tube or Flickr.
- "Social software" is defined as any website or application which allows users to share information.
- Many social media/networking sites allow users of those sites to become a "friend", "fan" or otherwise associate their own "profiles" or virtual presences with the Museum.

Facebook and Twitter:

Facebook and Twitter are free social networking sites that allow users to send and read other users' updates. While people use Facebook and Twitter in many different ways for both personal and professional reasons, as a matter of Museum policy, the Falmouth Historical Society/Museums on The Green's use of a Facebook Page and Twitter is intended as a means to provide announcements and updates on current events, programs, services or notices to any other users who elect to watch or follow our Facebook or Twitter announcements.

Also Note:

The Facebook page is hosted by Facebook and is governed by Facebook's separate website policies, including its [Privacy Policy](#) and [Terms of Service](#). These policies apply to your use of Facebook. The same would apply to the use of a Twitter account.

The Falmouth Historical Society/Museums on The Green will not respond via Facebook or other social media to press inquiries, resident questions, or complaints, or other individual matters. Please contact the Executive Director at www.museumsonthegreen.org.

Postings:

The purpose of the Museum's social media sites are to inform about educational opportunities, museum programs, events (including those co-sponsored with other organizations), materials and historic site, and to encourage dialogue and the exchange of information and knowledge between members and guests and Museum staff about these programs, events, materials and historic site. Accordingly, any postings inconsistent with this stated purpose, as determined by the Museum in its sole discretion, may be removed in accordance with the process set forth in this policy. Examples of postings not permitted include, but are not limited to:

1. Advertisements;
2. Spam;
3. Postings which contain obscene matter;
4. Disparaging, harassing, abusive, profane, or offensive postings;
5. Postings that are hateful, threatening, pornographic, that contain graphic or gratuitous violence;
6. Potentially libelous or defamatory postings;
7. Postings which contain privileged, proprietary, or confidential information about any person, business, or entity, including, without limitation, patrons, the Museum or Museum partners;
8. Postings which violate or potentially violate local, state, or federal laws, including, without limitation, intellectual property and copyright laws;
9. Postings which discriminate on the basis of race, color, religion, national origin, sex, handicap, age, sexual orientation, creed or ancestry;
10. Postings which are sexually harassing, including without limitation, epithets, slurs, negative stereotyping, sexual rumors that show hostility toward individuals based on gender, derogatory comments about individual's body or appearance, unwelcome sexual compliments, innuendos, suggestions or jokes.

Agreement:

By joining, utilizing and/or posting on the Museum's social media sites, all users agree to comply with this Policy as applicable. The Museum does not collect, maintain or otherwise use the personal information stored on any third party site in any way other than to communicate with members and guests on that site, unless granted permission by users for Museum contact outside the site. The purpose for contact outside the site may include program promotion, volunteer opportunities, reference help, or other similar activities. Users may remove themselves at any time from the Museum's "friends" or "fan" lists, or request that the Museum remove them.

User should be aware that third party websites have their own privacy policies and should proceed accordingly. As with more traditional resources, the Museum does not act in place of or in the absence of a parent and is not responsible for enforcing any restrictions which a parent or guardian may place

on a minor's use of this resource.

No Privacy:

All users should have no expectation of privacy in postings on Museum sponsored social media sites, and by utilizing these sites they consent to the Museum's right to access, monitor and read any postings. The Museum's social media sites may be considered public records under Massachusetts Public Records laws.

Disclaimer:

The Museum is not responsible or liable for the content of postings by third parties on any Museum sponsored social media site, and postings do not reflect the opinions or positions of the Falmouth Historical Society, its employees, or the Museum's Board of Directors.

Ownership:

By posting on the Museum's social media sites, all users give the Museum permission to use their name, profile picture, and the content of any posting they make without compensation to them or liability on the part of the Museum. This permission ends when the user deletes their posting.

Employee Postings:

Museum employees may post on the Museum's social media sites during their personal time outside of work. However, employees must be aware that any information they display or comments they make on Museum social media sites may be viewed by other users as representing official Museum sponsored information or comments. Therefore, in utilizing Museum social media websites, employees must follow the guidelines set forth as above.

Violations of this policy:

Postings which the Museum in its sole discretion deems unsuitable or not permitted under this policy may be removed in whole or in part by the Museum or its agents immediately upon discovery by the Museum (or its agent) without prior notice. The Museum reserves the right to terminate accounts, ban or block users who have posted in violation of this policy.

Reporting Violations:

Users may report violations of the Museum's social media site's policies to the Museum by contacting Executive Board members or the Executive Director.

This policy implemented December 2017.