

Official Town of Cary Account

- Adhere to Town of Cary code of conduct? (or whatever document employees sign regarding behavior)
- Establish standard operating procedure around social media account creation, password storage and access, administrator access, and routine evaluation of accounts for usefulness and engagement. PIO and CIO should be in process.
- List of all active accounts on Town of Cary website. To know if you are engaging with an official account. Official accounts need disclaimer that these accounts are official accounts and subject to North Carolina Public Records laws.
- Consolidate social media accounts when possible with a goal of centralizing accounts versus fracturing. Use hashtags to target information.
- Cary should have personality on social media. Personality should be paired down to make it easy to use. Personality should encourage two-way engagement with citizens including making use of latest social media lingo. Add value to the conversation.
- Establish Town of Cary hashtag(s) for use on official Town accounts, for TOC representatives and Cary citizens. Share hashtag to encourage engagement on the Town's social media.
- When considering new social media platforms, consider the ability of the Town to adhere to NC Public Records Laws. Periscope/Snapchat are not archivable because they are meant to be temporary forms of social media.

Representative or Ambassador of Town of Cary - Employees

We encourage social media participation by employees of the Town of Cary. Employees engaging in social media and representing the Town should follow the social media guidelines outlined below. These guidelines are also to be followed by any Town employees managing the official Town of Cary social media accounts.

- **Transparency** - (we plan to provide a descriptor paragraph for each bullet).
- **Respect**
- **Accuracy**
- **Timeliness** - respond in a timely manner
- **Value**

Additional ideas:

- Tweet up by the Mayor
- Share examples of quality Tweets and Facebook posts with employees as a model of what to post
- **Look into Custom domain URL shorteners** for branding and officialness. Example. toc.nc/whateverlinkis