



## **PURPOSE**

The sole purpose of Town of Indian Trail’s websites and social media platforms (collectively, “Digital Communication Platforms”) is to provide information about the Town, including various resident, business, and visitor services, news & events, program registration, and resources available, or as may be available from other governmental agencies and public service not-for-profit organizations. The Town of Indian Trail’s official Digital Communication Platforms will not serve as public forums and all content published, including comments, is subject to North Carolina Public Records laws, and e-discovery laws and policies. The Town Manager reserves the right to amend this policy, as necessary.

## **GOALS**

Goals of the Town of Indian Trail’s websites and social media platforms are:

- A. To encourage increased citizen participation in town government by making public information more readily available;
- B. To provide electronic access to town information through logical points of entry at
  - [www.indiantrail.org](http://www.indiantrail.org)
  - [www.itsparksandrec.com](http://www.itsparksandrec.com)
  - <https://www.facebook.com/IndianTrail/>;
  - <https://twitter.com/IndianTrailGOV>;
  - <https://www.instagram.com/indiantrailnc/>;
  - <https://www.youtube.com/channel/UCKZ59vob74qsTMC1hYTc3Dw>
  - <https://nextdoor.com/agency/town-of-indian-trail/?i=mktersrkzwmzyxhsmymc>
- C. To keep the public informed of community news and events, municipal meetings, and Town programs;
- D. To simplify registration and participation in Town programs and offerings;
- E. To encourage both commerce and tourism.

## **EXCLUDED CONTENT**

The Town of Indian Trail reserves the right to restrict or remove any content, including articles, messages, comments, posts, images, or videos, that are deemed excluded content and do not meet the purpose of the Town’s sites as set out above. The following are examples of unacceptable social networking content and comments. The list is not intended to be all-inclusive.

A. Profane or obscene language or content as determined by the profanity filters offered through each social media platform (such posts result in the comment/content being blocked through the social media's profanity filter).

B. Content that promotes, fosters, or perpetrates discrimination on the basis of an individual's age, race, religion, religious belief or non-belief, ethnicity, color, national origin, creed, sex, sexual orientation, gender identity, marital status, natural hair style, genetic information, pregnancy, familial status, disability, veteran or military status, disabled veteran status, or any other protected class of people.

C. Language that is threatening, harassing, or incites or promotes violence or illegal activities, or contains information that could compromise public safety.

D. Infringements on copyrights or trademarks.

E. Promotions or content related to political organizations of any type.

F. Solicitations of commerce.

G. Campaign websites for incumbent and challenging candidates for local, state, or federal office. Further, if a website link or post to the Town's social media platforms is found to be of a campaigning / self-promotional nature, it will be removed.

H. Confidential or non-public information, including but not limited to any personally identifiable medical information and social security numbers.

I. Duplicate posts by the same author (the original post will be left intact, assuming it follows the guidelines of acceptable comments or content).

J. Spam or links to websites deemed inappropriate, including sexual content or links to sexual content.

Specific questions or comments should be submitted to the Town via email to Communications Director Abbey Ball at [anb@indiantrail.org](mailto:anb@indiantrail.org).

## **WEBSITE LINK POLICY**

The Town of Indian Trail website may provide a link to a third-party website subject to the following policy:

- A link must be from a governmental agency or non-profit that operates within the Town of Indian Trail/Union County area and provides services to Town of Indian Trail residents. The services provided must also fit within one of the following categories, serve the Goals of the Town of Indian Trail website and not contain any Excluded Content:
  - Civics/Community/Nonprofit
  - Education
  - Emergency Preparation
  - Government Agency
  - Health/Medical
  - Tourism/Facilities
- No site will be included that contains material deemed offensive to our community.
- No site will be added that: automatically creates pop-up windows; installs Spyware, Viruses, Trojans or other dangerous software without the user's express permission.
- Certain sites and servers may not be recognized as determined by the Town's IT consultant as they may pose a cybersecurity threat.

**THE LINKS ON THE TOWN OF INDIAN TRAIL'S WEBSITE ARE PROVIDED WITH NO ENDORSEMENT OR RESPONSIBILITY FOR THE USE OR ACCURACY OF THE INFORMATION CONTAINED THEREIN.**

## **VIOLATIONS**

If a violation of this policy is experienced, please contact the Communications Director, Abbey Ball, at [anb@indiantrail.org](mailto:anb@indiantrail.org).

## **REMOVAL OF EXCLUDED OR INAPPROPRIATE CONTENT**

If a website link or social media post is found to be out of compliance with the Town's Digital Communications policy or is found to include Excluded Content, it will be removed from the Town of Indian Trail website and/or social media platforms.

## **APPLICATION TO LINK TO WEBSITE**

If an entity would like to add its link to the Town of Indian Trail website, please contact the Communications Director, Abbey Ball, at [anb@indiantrail.org](mailto:anb@indiantrail.org).

## **CONFIDENTIALITY**

Confidential information should not be posted on the Town's website or social media platforms. While the Town website may track overall site traffic, it does not collect individual user details unless a user voluntarily submits such information. It does not share that information with outside sources and is committed to keeping such information confidential to the extent permitted by law. If at any time a user believes that the Town's website is not protecting his or her privacy, the person should e-mail Communications Director Abbey Ball at [anb@indiantrail.org](mailto:anb@indiantrail.org), who will attempt to assess and, if necessary, correct the problem.

**APPEALS**

Complaints about any aspect of the website/social media policy should be brought first to the attention of the Communications Director. If a complainant is unsatisfied, s/he may appeal any decision of the Communications Director to Town Manager Michael McLaurin at [fmm@indiantrail.org](mailto:fmm@indiantrail.org), who will respond within 15 business days and whose decision shall be final.

**DISCLAIMER**

The materials and information contained on or obtained from the Town of Indian Trail website and/or social media platforms are distributed "as is" without warranties of any kind, either express or implied, including without limitation, warranties of title or implied warranties of merchantability or fitness for a particular purpose. Information contained on the Town of Indian Trail website, including information obtained from external links thereon, is provided without any representation of any kind as to accuracy or content and should be verified by the user. The Town of Indian Trail is not responsible for any special, indirect, incidental or consequential damages that may arise from the use of, or the inability to use, the website and/or the materials contained on the site whether the materials contained on the website are provided by the Town of Indian Trail, or by a third party. Data contained on the website is subject to change without notice.

Adopted this \_\_\_\_ day of \_\_\_\_\_ 2025

**TOWN COUNCIL OF INDIAN TRAIL**

\_\_\_\_\_  
David Cohn, Mayor

**Attest:**

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Trena Sims, Town Clerk