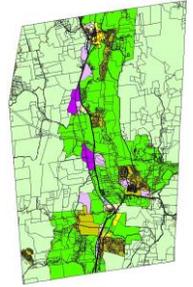


TOWN OF DOVER, NEW YORK



126 East Duncan Hill Road
Dover Plains, New York 12522

Central Services
Department

Phone: 845-832-6111 X101
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Webmaster@TownofDoverNY.us

DTV22@TownofDoverNY.us

GIS@TownofDoverNY.us

Town of Dover Media Policy

The Town of Dover believes informing residents play an important role in our community. To that end, the Town of Dover has several venues for informing its residents about upcoming events as well as notification's with respect to emergency situations. Not every issue facing the Town will be addressed on the digital media or social networking sites. The purpose of this policy is to ensure that the Town of Dover digital media and networking sites are maintained for the exclusive use of the Town of Dover. Information posted on the Town's digital media sites shall be of or pertaining to Municipal Government functions. Limited space is given in the form of single pages or linked sites for outside agencies integral to the safety, health and welfare of the citizens of the Town of Dover. The Town's goals for these communication tools are to:

- Reach prospective residents with Town messages and information
- Provide additional venues for citizen input
- Increased transparency of the Town's decision-making process
- Facilitate a sense of place and community

Protocols for Posting:

To ensure that the content of the Town of Dover Digital Media sites are in conformance with this policy, the Principal Clerk for Central Services shall be authorized to post content outlined in the areas as follows

- General oversight of the website including links, Town department pages, "Board" pages, Committees and news of the Town Government.
- General oversight of DTV22 including the Community Bulletin Board and the editing and uploading of all Board meetings designated to be recorded by the Town Board.

- General oversight of content on Town of Dover social networking sites as authorized by the Town Board.

In accordance with the standards established herein, those individuals or professionals identified above shall upon request facilitate the posting of information on the website as soon as practicable. Questions concerning any request outside of this policy shall be directed to the Supervisor and Liaison for the Central Services Department, who shall make a determination regarding the request. The Supervisor and Liaison for the Central Services Department shall refer any concern that arises regarding the conformity of a submission to this policy to the Town Board for review at a Town Board meeting. The following Boards, Committees and Commissions are responsible for providing electronic copies of agendas and minutes to the webmaster for posting on the Town's Digital Media sites:

- Town Board
- Architectural Review Board
- Planning Board
- Zoning Board of Appeals
- Recreation Commission
- Conservation Advisory Committee
- Master Plan Amendment Committee.

The Town Clerk shall be responsible for providing the following information and documents to the Central Services Department for posting on the Town's digital media sites:

- Electronic copies of minutes as well as Public Hearings
- Notices and draft documents available for public review pertaining to a Public Hearing on behalf of the Town Board.
- Master Town calendar changes and updates

Town of Dover Website:

Domain Registry:

The official internet homepage and website of the Town of Dover is **TownofDoverNY.us**.

The following URL's are also registered to the Town:
TownofDoverNY.com, TownofDoverNY.net,

TownofDoverNY.org, TownofDoverNY.Mobi,
TownofDoverNY.biz , TownofDoverNY.info,
www.TownofDover.us

Procedures for Posting to the Website:

- All finalized minutes prepared for posting must be submitted to Webmaster@TownofDoverNY.us as an attachment in electronic form no later than one week after adoption.
- Agendas are encouraged but not required. If an agenda is generated, it must be submitted to Webmaster@TownofDoverNY.us as an electronic attachment no later than two (2) business days prior to a meeting.
- After receipt of the documents, the webmaster shall post documents immediately or to the extent practicable upon receipt of the information.
- In order to comply with the New York State Open Meetings Law, All regular monthly meeting schedules and changes of time, date or place must be submitted to Webmaster@TownofDoverNY.us within five (5) business days of the meeting for posting on the Town Calendar page of the Website. This is in addition to noticing the meeting with the Town Clerk.
- As per chapter 61.4 of the Town of Dover Town Code, "When an applicant submits a SEQR document to the lead agency, a copy of such document must be submitted to the Dover Geographic Information Systems (GIS) Department in portable document format (otherwise known as "pdf") on a compact disc. The document will not be deemed officially submitted until the GIS department receives a usable copy that allows for the loading of the information onto the publicly available Web site".

Links to Other Sites:

The Town of Dover Website contains hyperlinks to sites created and maintained by State, County and other Government agencies, and local not-for-profit organizations and service agencies under contract to the Town. These links are provided as a service to the public. The Town of Dover does not control these other websites and is not responsible for their content.

Inclusions of links on the Town website do not imply any endorsement of, or association with, their operators. Once a link is chosen, the policies of that link prevail.

Town of Dover Television (Dtv22):

Municipal Access television channel 22 and digital channel 99.915 are designated by Cablevision for the presentation of Access Programming by the Town of Dover. Municipal Access TV stations like Channel 22 are just one of many resources the Town utilizes to address local municipal programming needs. In addition to broadcasting the Community Bulletin Board, the Town televises Town, Planning Board and Zoning Board of Appeals meetings, local emergency announcements and other events and programs as related to the local government. All meetings televised on Dtv22 will be held in the Courtroom in the Town Hall where the audio and video equipment is located. The Town **does not** televise Court proceedings. Special requests to video tape and air nongovernmental requests will be taken under advisement by the IT Department under the direction of the Supervisor and IT Liaison on a case by case basis.

Public Access TV stations such as Cablevision Channel 6 provide the forum for the general public to air programming. The Town of Dover does not currently have a Public Access TV Station.

As per the Cablevision Access Program and Production Facilities Policies and Procedures, any audio or visual material which promotes or is designed to present a commercial transaction or is designed for non-political or commercial fundraising is prohibited in connection with any Access Programming.

Any Access Programming which contains material designed to elicit a response or any other solicitation of names or addresses which may be used for future non-political or commercial fund raising activities may be rejected by Cablevision in its reasonable discretion.

Notwithstanding the above, "credit" type notices announcing the source of funding (if any) for the production of the program shall not be interpreted so as to make a program a prohibited "commercial use" and thus are permitted to be shown at the beginning or the end of the program.

No program, production or presentation shall be cablecast or permitted to be cablecast on the Governmental Access Channel which involves directly or indirectly any Lottery information or which involves a Lottery, gift, contest, enterprise or similar scheme.

No program, production or presentation shall be cablecast or permitted to be cablecast on the Governmental Access Channel which involves any Obscene Material or other unprotected speech.

Cablevision shall not edit any program.

The DTV22 logo was developed in house, is owned by the Town of Dover and cannot be copied without express permission from the Town Board.

Procedures for Posting to the Community Bulletin Board on DTV22:

- 5 business days are required to post any information on DTV22 with the exception of emergency situations concerning the health, safety and welfare of the public.
- DTV22 Community Bulletin Board Request form must accompany any request.
- Digital submissions must be made in the form of a Power Point slide with font sizes of either 20 or 30 point sizes.

Questions concerning any requests that falls outside the directive of this policy shall be directed to the Central Services Liaison and Town Supervisor, who shall make a determination regarding the request. The Central Services Liaison and Town Supervisor shall refer any concern that arises regarding the conformity of a submission to this policy to the Town Board for review at a Town Board meeting.

Town of Dover Facebook Page:

(www.Facebook.com/TownofDoverNY_Government)

The Dover Facebook page was created for the purpose of posting meeting schedule updates & cancelations, upcoming events and general information instantly for all Dover Facebook subscribers. Advertising or promotional announcements are not permitted.

Town of Dover Mailing List:

The Town of Dover collects email addresses voluntarily through the "Join our Mailing List" icon on the Town's website homepage. The purpose of the collection of this data is to send email notifications periodically to inform mailing list enrollees pertaining to Town related upcoming events and emergency notifications. At no time will the Town of Dover distribute or sell any personal information collected through its website portal.

Use of Online Information:

The Town of Dover website uses automated tools to log information about each visit. We may process the collected information to determine site performance such as which pages are most frequently viewed and which forms are downloaded more frequently than others. We do not track or collect personal information individually. We do however, offer an e-mail subscriber portal which is collected and maintained by an outside company for the sole purpose of distributing Town information and Newsletters as a service to the citizens of Dover, New York and to the general public. Information obtained through this service is not used for any other purpose other than for Town Officials to communicate with the public.

E-Mail to Town Officials:

Communications made through e-mail links contained on this site shall in no way be deemed to constitute legal notice to or service upon the Town of Dover, or any of its agencies, officers, employees or Board members, where such notice is required by any Federal, State, or Local laws, rules or regulations.

E-mail sent directly to Town staff shall be used to address Town matters. Use of Town e-mail addresses for commercial solicitations is prohibited. E-mail concerning content on this Internet site and general website related comments, questions or recommendations may be directed to the Website Administrator, Webmaster@TownofDoverNY.us. Email concerning local programming of DTV22, questions or recommendations may be directed to the DTV22 Administrator at DTV22@TownofDoverNY.us. Email concerning **content** on the Town's Government Facebook page may be directed to DoverFacebook@TownofDoverNY.us

Public Wifi at Dover Town Hall:

The Town of Dover supports the free flow of information and ideas over the Internet. Although The Town of Dover has and accepts no obligation to monitor your use of the Service nor edit or censor content transmitted (via e-mail, downloading, uploading, posting, or otherwise) through the Service, your access to the Service is conditioned on legal and appropriate use of the Service.

Your use of the Service and any activities conducted online through the Service shall not violate any applicable law or regulation or the rights of The Town of Dover, its Hosts, or any third party.

- The use of the Service for the following activities is prohibited:
 - **Spamming and Invasion of Privacy**
Sending of unsolicited bulk and/or commercial messages over the Internet using the Service or using the Service for activities that invade another's' privacy.
 - **Intellectual Property Right Violations**
Engaging in any activity that infringes or misappropriates the intellectual property rights of others, including patents, copyrights, trademarks, service marks, trade secrets, or any other proprietary right of any third party.
 - **Obscene or Indecent Speech or Materials**
Using the Town of Dover's network to advertise, solicit, transmit, store, post, display, or otherwise make available obscene or indecent images or other materials. The Town of Dover will notify and fully cooperate with law enforcement if it becomes aware of any use of the Service in any connection with child pornography or the solicitation of sex with minors.
 - **Defamatory or Abusive Language**
Using the Service to transmit, post, upload, or otherwise making available defamatory, harassing, abusive, or threatening material or language that encourages bodily harm, destruction of property or harasses another.
 - **Forging of Headers**
Forging or misrepresenting message headers, whether in whole or in part, to mask the originator of the message.
 - **Hacking**
Accessing illegally or without authorization computers, accounts, equipment or networks belonging to another party, or attempting to penetrate security measures of another system.

This includes any activity that may be used as a precursor to an attempted system penetration, including, but not limited to, port scans, stealth scans, or other information gathering activity.

- Distribution of Internet Viruses, Trojan Horses, or Other Destructive Activities
Distributing information regarding the creation of and sending Internet viruses, worms, Trojan Horses, pinging, flooding, mail bombing, or denial of service attacks. Also, activities that disrupt the use of or interfere with the ability of others to effectively use the Node or any connected network, system, service, or equipment.
- Facilitating a Violation of this Agreement of Use
Advertising, transmitting, or otherwise making available any software product, product, or service that is designed to violate this Agreement, which includes the facilitation of the means to spam, initiation of pinging, flooding, mail bombing, denial of service attacks, and piracy of software.
- Export Control Violations
The transfer of technology, software, or other materials in violation of applicable export laws and regulations, including but not limited to the U.S. Export Administration Regulations and Executive Orders.
- Other Illegal Activities
Using the Service in violation of applicable law and regulation, including, but not limited to, advertising, transmitting, or otherwise making available ponzi schemes, pyramid schemes, fraudulently charging credit cards, pirating software, or making fraudulent offers to sell or buy products, items, or services.
- Resale
The sale, transfer, or rental of the Service to customers, clients or other third parties, either directly or as part of a service or product created for resale.

The Town of Dover requests that anyone who believes that there is a violation of the AUP direct the information to: wi-fi@TownofDoverNY.us.

Copy Restrictions:

Data on Dover's digital media sites is public information. While all documents uploaded to these sites are in digital form, copies of any document posted are available through a FOIL (Freedom of Information) request in accordance with New York State Law and Chapter 23 – Records, Public Access To of the Dover Town Code.

Town of Dover, New York Digital media sites text, artwork, photo, graphic, audio and/or video material shall not be published, broadcast, rewritten for broadcast or publication or redistributed directly or indirectly in any medium. Neither these materials nor any portion thereof may be stored in a computer except for personal and non commercial use. The Town will not be held liable for any delays, inaccuracies, errors or omissions therefrom or in the transmission or delivery of all or any part thereof, or for any damages arising from the foregoing. Unauthorized attempts to upload or change information on the website are prohibited.

Site Accuracy and Continuous Improvement:

The Town digital media is continuously improving and therefore makes no claims, promises representation or guarantee as to the accuracy, completeness, or adequacy of the information contained in or linked to this website and associated sites. Every effort is made to ensure broken links do not occur, links to other internet sites sometimes change. Reports of any broken links should be reported to the Webmaster as soon as possible so it can be assessed and corrected.

Disclaimer:

The Town of Dover Digital media and social networking sites are provided as a public service. Users of this media are responsible for checking the accuracy, completeness, content and timeliness of all information. The Town makes no representations, guarantees or warranties, expressed or implied, as to the accuracy, completeness, content and timeliness of the information provided on this website.

The Town specifically disclaims any and all liability for claims or damages that may result from providing the website or the information it contains, including any websites maintained by third parties and linked to or from the Town website.

The Town of Dover makes no effort to independently verify, and does not exert editorial control over, information and services provided on pages outside the Town's domain.

The Town does not endorse any products, vendors, consultants, or documentation referenced in this website. Any mention of products, vendors or services is for informational purposes only.

Employees/Officials of the Town of Dover should refer to the Town of Dover Employee Handbook of Policies and Procedures and Town of Dover Computer Use Policy for detailed information as to Social Media conduct while acting in an official capacity with the Town.

ACKNOWLEDGEMENTS

City of Berkeley, CA Website
Digital Millennium Copyright Act of 1998
Dutchess County, NY Website
Dutchess County, NY Facebook Page
National Labor Relations Board of Office of General Counsel Concerning
Social Media Report
NY Association of Towns
Town of Flower Mound, TX Website
Town of Gardiner, NY Website
Town of New Paltz, NY Website
Town of Woodstock, NY Website
Village of Mackinaw City, Mi Website
Village of Scarsdale, NY Website
Westchester County, NY Website

Revised and Adopted January 29, 2014

Revised and Adopted December 29, 2010