

Town of Sangerville
Selectmen's Meeting
March 4th, 2026

Subject: The Building Committee Social Media

Action taken:

Received a social media packet from Maine Municipal Association. The following are high points that were discussed:

Positive Ideas: Educates and Provides Context to the community
Builds Trust and community well-being
Reduces Misinformation

Additional Information:

Focus on social media platforms that you can manage

Some popular platforms are Community Websites, Facebook, Instagram, Radio,
Word of mouth

It is important to know age groups that are looking at social media and what they are

Using

Create engagement and two-way communication, showcase your town/city and
Correct misinformation,

They gave us a Starter Tool Kit and in that part of the information package, it stated to have a social media policy. Clearly state your rules of engagement on the channels that you will use.

Best Practices: Timely information is important but avoid being too quick, messages MUST be accurate, informative and useful. Use caution in rushing can lead to confusion and misinformation. Do not have too many accounts for the public to keep up with.

Through everything I read we need to have a policy and rules of engagement. TikTok is used for ages 18 to 29. However, Instagram and Facebook are widely used by multiple ages. I have copied a couple of pages from the packet for your review, and I have the whole packet in the office for anyone to look at.

One of the information pages states Not to turn off comments and do not delete comments.

I would suggest that we have access to whatever social media is set up and this isn't to take anything away from anyone or to interfere, it is only for the fact if something were to happen to someone maintaining information on behalf of the town we have access to the account because it is actually a town account for a town committee.