

**Madbury Post Email Notification Service**  
Use and Content Policy

**Purpose:**

A Town email notification service is established in order to facilitate the distribution of local government information to Madbury residents and anyone interested in Town affairs. This policy will govern the use of the system in order to ensure its effectiveness as a communications mechanism for that purpose.

**Scope:**

This policy shall apply to an email notification system (preliminary name: "Madbury Post") established and identified as a service for publication of information related to local government affairs. Other notification systems may be developed for different purposes using various media and governed by different policies.

**Authority:**

The Selectmen shall control access to the system and control its use.

**Policy:**

**Functionality:**

The email notification system shall be a one way communications system. Messages will be sent from the Town government but email will not be received as part of this system.

**Subscriber access:**

Persons interested in receiving notices from this system may subscribe and unsubscribe voluntarily at any time. Subscription access will be open and available to all (subject to capacity and budget constraints).

**Administration:**

The Selectmen shall designate a system technology administrator and a system content administrator and alternates as required.

The technology administrator will exercise control of the systems functionality but not generate messages.

The content administrator shall control the content and publication of messages subject to this policy and to decisions of the Selectmen.

**Content:**

Expected content may include

- Any public notices that would be required of any legal processes of the Town. Such notices sent by email do not satisfy the legal requirements for public notice but they do augment the formal process in an efficient manner familiar to the public.
- Agenda for any meetings or hearings of Town government bodies

- Public Safety related messages
- Town government related help wanted notices
- Volunteer requests
- Links to resources relevant to allowed content

Content to be generally excluded:

- Commercial messages except those germane to public services
- Notices about club or social group activities
- Classified ads
- Personal messages

#### Frequency of messages

The effectiveness of this communications tool should not be compromised by overuse.

Messages with information about routine or regularly scheduled event should not be generated more than once per week.

Messages of an emergency nature or those related to unscheduled events may be generated as needed.