

# Jessup Borough Social Media Policy

## PURPOSE

The policy set forth herein provides guidelines for the establishment and use by the Borough of Jessup (“Borough”) of any and all social media sites as a means of conveying Jessup-related information to its residents, Borough employees, and visitors. The Borough has an overriding interest and expectation in deciding what is “spoken” on its behalf of the Borough on its social media sites.

General inquiries, comments, communications, and service requests should be directed directly to the office or agency it involves.

## DEFINITIONS

“Social media” is understood to be content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the internet. Examples of social media, include, but are not limited to, Facebook, Twitter, Instagram, websites, discussion blogs, and forums.

## SCOPE

This policy shall apply to all Borough agencies, departments, boards, commissions, committees, employees and volunteers, as well as any affiliated government or non-government agency, and any and all elected officials permitted by the Borough to post on Borough social media sites.

## GENERAL POLICY

The objective of the use of social media by the Borough or its departments is to expand and facilitate the dissemination of information from the Borough to its residents

1. No Borough social media site shall be established without prior approval of the Borough Council.
2. The Borough social media sites shall be administered by the Borough Manager and/or his/her designee.
3. The Borough social media sites shall clearly set forth that they are maintained by the Borough and state as follows: **The official Facebook page for the Borough of Jessup, Pennsylvania. This page is for informational purposes only. Comments will not receive a response by Jessup Borough, nor will they be considered as public comment or correspondence to the Borough.**
4. Whenever possible, the Borough social media sites should link back to the official Borough website for forms, documents, online services and other information necessary to conduct business with the Borough.
5. The Borough Manager and/or his/her designee shall monitor Borough social media sites to ensure adherence to this Social Media Policy. The Borough has the right and will restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law. Any content removed based on these guidelines will be retained by the Borough

Manager and/or his/her designee including the time, date, and identity of the poster when available.

6. These guidelines must be displayed to users or made available by a hyperlink.
7. The Borough will approach the use of social media tools as consistently as possible, Borough-wide.
8. The Borough website at [www.jessupborough.com](http://www.jessupborough.com) will remain the Borough's primary and predominant internet presence.
9. **The Borough social media sites are not to be used for making any official communications to the Borough, for example, reporting crimes or misconduct, reporting dangerous conditions, requesting an inspection, giving notice required by any statute, ordinance, or regulations such as, but not limited to, notices of claim. Prominent notice of this paragraph shall be displayed on every Borough social media site, along with the appropriate contact information for submitting official communications.**
10. The Borough Administrator and/or his/her designee shall monitor all Borough social media sites to ensure adherence to this Social Media Policy.
11. Employees and Volunteers representing the Borough's government via its social media sites must conduct themselves at all times as a representative of the Borough and in accordance with all its policies.
12. The Borough social media sites and this Policy are subject to all applicable federal, state, and county laws, regulations and policies, as well as all applicable record retention requirements.
13. No "friending" or other special relationship between a Borough social media page and a third person is permitted on any Borough social media sites.
14. All site names, passwords, and/or access codes or information or changes to all Borough social media sites shall be maintained with the Borough Manager and updated within two days of any change.
15. If the person who created the social media site leaves the employ of the Borough, the passwords and/or access codes to the site shall be changed and the new information maintained with the Borough Manager within two days of the change.
16. Any attempt to hack or otherwise compromise the Borough's Internet or social media sites will be reported to law enforcement and the perpetrators will be denied access to the sites.
17. This Social Media Policy may be revised at any time by approval of the Borough Council.

## COMMENT POLICY

1. The purpose of the Borough social media sites is as a means of conveying Borough-related information to residents and visitors of the Borough. It is not meant to be a public forum for discussion.
2. This policy may be revised at any time by approval of the Borough Council.
3. The Borough is not responsible for, and neither endorses nor opposes, public comments placed on this site. Commenters are personally responsible for their own comments, username, and/or any information placed on this page by the commenter. The Borough does not monitor this page on a continuous basis and may or may not remove any particular material at any time or ever. The Borough expects that commenters be courteous and civil towards others in their comments.

4. All comments to this site may be subject to the Pennsylvania Open Records Law as well as discovery in litigation. Comments to the site may be retained by the Borough in its discretion and as required by applicable law or Borough policy.
5. Any advertisements appearing on this site are not controlled by the Borough and do not reflect any endorsement by the Borough. Facebook, Inc. owns and operates facebook.com and has its own policies and standards concerning what may, and may not, be posted and the actions that it may take with regard to unauthorized posts. See “Facebook Community Standards” at [www.facebook.com/communitystandards/](http://www.facebook.com/communitystandards/).
6. The Borough is not liable for inappropriate or offensive comments that may be posted during a non-monitored time-frame.

## **PROHIBITED CONTENT**

The following forms of content shall not be permitted on the Borough’s social media sites and are subject to removal and/or restriction:

1. Profane, obscene, violent, or pornographic content and/or language, or sexually suggestive or explicit content or links to such materials.
2. Images or links containing minors or suspected minors in sexual and/or provocative situations. These will be reported immediately to law enforcement.
3. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin, marital status, status with regard to public assistance, physical or mental disability or sexual orientation.
4. Defamatory attacks.
5. Speech presenting a grave and imminent threat.
6. Fighting words.
7. True threats.
8. Fraud.
9. Threats to any person or organization.
10. Solicitation of commerce, including but not limited to advertising of any business or product for sale, with the exception of Borough-sponsored events and/or items.
11. Solicitation of political support or political contributions.
12. Promotion in favor of, or in opposition to, a candidate campaigning for election to a political office, a ballot measure, or a political organization.
13. Conduct in violation of any federal, state, or local law.
14. Encouragement of illegal activity.
15. Photographs or images of children without permission of their parents or guardians.
16. Information that may tend to compromise the safety or security of the public or public systems.
17. Content that violates a legal ownership interest, such as a copyright or other infringement on intellectual property rights. The Borough will remove such content if properly notified that such content infringes on another's intellectual property rights.
18. Private contact information such as names, addresses, and phone numbers no matter how easily obtained elsewhere, or personal information of a person other than the properly designated poster.
19. Spamming or repetitive content.

20. Personally identifiable or protected medical or personal information
21. Content that incites violence.
22. Comments unrelated to the particular post.
23. “Robo spam” and/or comments by “social bots” (i.e. content posted by automatic software programs, or “bots”).

The foregoing is an incomplete list and the Borough reserves the right to delete any post, media or material from the site at any time for any reason at its sole discretion.

## **BREACH OF POLICY**

Postings on Borough social media sites that are deemed to constitute a breach of this Policy as determined by the Borough Manager, or his/her designee, shall be removed subject to applicable retention requirements. Any entity found by the Borough Manager, or his/her designee, to have violated any aspect of this Policy shall be banned from having a presence on social media for a period of time deemed appropriate by the Borough Manager.