

# SOCIAL MEDIA POLICY

## BOROUGH OF NEW MILFORD, NEW JERSEY

### PURPOSE

The Borough of New Milford (Borough) has a compelling interest in what is presented on behalf of the Borough on social media sites. This policy sets forth guidelines for the creation and use of all social media sites by Borough entities, employees and volunteers that wish to convey or disseminate Borough-related information to its residents, employees and visitors.

### DEFINITIONS

“Social media” shall include but not be limited to Facebook, blogs, MySpace, RSS, You Tube, Twitter, LinkedIn, Delicious, Flickr, Google Plus, Instagram, Pinterest, websites, discussion blogs and forums, XING, Digg and Reddit and shall extend to and include all future forms of social media.

“Borough-related information” shall refer to comments, information, articles, pictures, photos and other images. Content on Borough-created social media sites such as Nixle and reverse 911 may only be posted by duly authorized personnel.

“Borough entity” shall refer to boards, commissions, committees, departments and any other group organized or created by the Borough or reporting to it.

### SCOPE

This policy shall apply to all Borough entities and the volunteers and employees who are members of those entities acting in their capacity as members.

This policy does not apply to individuals who post as individuals and not on behalf of the Borough or a Borough entity.

The Borough’s official website shall remain [www.NewMilfordBoro.com](http://www.NewMilfordBoro.com).

### GENERAL POLICY

A social medium may be created and/or used by Borough entities so long as its creation and/or use conform to the requirements listed herein.

The creation and use of social media sites by Borough entities are subject to prior approval by the Borough Administrator.

Any Borough entity, employee or volunteer that receives permission from the Borough Administrator to create or use social media shall clearly state that it is authorized to do so by the Borough and that it follows this Social Media Policy.

Social media shall be used solely to convey information about the entity posting it. No

personal information or personal opinions shall be posted by the entity, employee or volunteer.

Any Borough entity creating or using a social medium shall designate a member(s) of that entity to post and monitor the site.

This Social Media Policy shall be posted on the official Borough website.

All social media sites created or used by Borough entities authorized to do so shall have a hyperlink to this Social Media Policy on the Borough website.

Where appropriate, the social media sites created/used by Borough entities shall link back to the official Borough website for forms, documents, online services and other information necessary to conduct business within the Borough.

Borough entities shall not use social media to make any official Borough communications to the public other than those specifically referencing the activities of that entity. Accuracy of information is of vital importance and must be considered a priority when posting.

The use of social media by Borough entities may be monitored by the Borough Administrator or other individual so designated by the Borough Administrator to insure adherence to both this Social Media Policy and the interests and goals of the Borough.

The Borough has the right to and will restrict or remove any content that it deems in violation of this Social Media Policy, any applicable law or for any other reason it deems appropriate.

All Borough entities, employees and volunteers creating/using social media sites are subject to all applicable federal and New Jersey laws and regulations as well as applicable record retention requirements.

All Borough entities and their members as well as elected officials representing the Borough's government via its/their social media sites shall conduct themselves at all times as representatives of the Borough and in accordance with all of its policies.

All postings by Borough entities should be spelled correctly and use good grammar.

Any social media sites created by a Borough employee, Borough volunteer, Borough official and/or Borough entity remains the property of the Borough, including all the followers and friends generated by the site and may be deleted by the Borough if it deems it appropriate to do so.

All site names, passwords and/or access codes or information or changes to these shall be filed with the Borough Administrator and updated within two days of any change.

If the person who created the social medium site leaves a Borough entity, the passwords and/or access codes to the site shall be changed and the new information filed with the Borough Administrator within two days of the change.

This Social Media Policy may be revised at any time by approval of the Borough's Mayor

& Council.

## COMMENT POLICY

1. All comments, articles and the like posted on social media by Borough entities and their members must be civil and unbiased.
2. The following are prohibited and postings containing any of the following are subject to removal by the Borough.

Profane, obscene, violent, sexually suggestive or pornographic content and/or language or links to such materials.

Images or links containing minors or suspected minors in sexual and/or provocative situations. These will be reported to law enforcement.

Photographs or images of children without permission of their parents or guardians.

Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, national origin, marital status, sexual orientation, physical or mental disability or the receipt of public assistance.

Defamatory, racist and anti-Semitic remarks.

Threats to any person or organization.

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.

Solicitation of political support or political contributions.

Conduct in violation of any federal, state or local law or ordinance.

Encouragement of illegal activity.

Information that may tend to compromise the safety or security of the public or public systems.

Content that violates a legal ownership interest, such as a copyright or other infringement on intellectual property rights.

Private contact information such as names, addresses, phone numbers, email addresses.

Personal information about a person without that person's permission.

Spamming or repetitive content.

Comments from and participation of children under 18 in compliance with the

## Children's Online Privacy Protection Act.

3. A comment posted by a member of the public on any entity-created social media site is the opinion of the commenter or poster only and publication of a comment does not imply endorsement of or agreement by the Borough nor do such comments necessarily reflect the opinions or policies of the Borough. Such a comment may be removed, however, if the Borough deems it appropriate to do so.
4. 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.
5. The Borough reserves the right to deny access to any social media sites created/used by Borough entities to any individual who violates the Borough's Social Media Policy at any time and without prior notice.
6. Borough entities shall monitor the comments on their social media sites for violations of this policy.
7. In the event a Borough employee responds to a comment in his/her capacity as a Borough employee, the employee's name and title shall be included in the response.
8. No Borough employee or volunteer shall share personal information about him/herself or other Borough employees or volunteers. No Borough entity shall share personal information about any member of the entity.
9. In the event that the Borough creates its own Facebook page, all comments posted are bound by Facebook's Statement of Rights and Responsibilities. The Borough reserves the right to report any violation of Facebook's Statement of Rights and Responsibilities to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.
10. All Borough policies are applicable to interactions and postings on social media sites when acting in an official capacity and representing the Borough.

## BREACH OF POLICY

Internet postings on Borough social media sites that are deemed to constitute a breach of this Policy as determined by the Borough Administrator shall be removed subject to applicable archiving and retention requirements. If a social media site is frequently in violation of this Policy, it shall be permanently deleted.

Any entity found by the Borough Administrator 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.

Any Borough employee or volunteer found by the Borough Administrator 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.

Any illegal activity shall be reported to the appropriate authorities.