

BOROUGH OF ESSEX FELLS

RESOLUTION

2014-43

RESOLUTION ESTABLISHING A SOCIAL MEDIA POLICY FOR THE BOROUGH OF ESSEX FELLS

WHEREAS, the use of social media by the Borough will further the goals and missions of the Borough; and

WHEREAS, it is necessary to provide guidelines as to the use of social media in order to protect the Borough and to appropriately control the dissemination of official information through social media.

NOW, THEREFORE, BE IT RESOLVED by the Borough Council of the Borough of Essex Fells, in the County of Essex and State of New Jersey, that the following policy entitled "Social Media Policy," shall be implemented within the Borough of Essex Fells:

Social Media Policy

I. Purpose

To address the use of Social Media communications the Borough of Essex Fells (hereinafter "Borough") utilizes to provide information online; and

To encourage the use of Social Media to further the goals of the Borough and the missions of its departments and affiliated boards, commissions and authorities.

II. Policy

Because the Borough Administration has an overriding interest and expectation in deciding who may "speak" and what is "spoken" on behalf of the Borough on social media sites, this policy is established for the use of all social media.

1. The official public webmaster for the Borough shall be designated by the Borough Administrator and shall recommend to the Borough for approval social media technologies that may be suitable for use by Borough departments, affiliated boards, commissions and authorities.
2. The Borough shall have a single presence on social media sites deemed appropriate for use. Requests for individual departmental or agency pages or sites must be approved by the Borough Administration.
3. All official Borough presence on social media sites or services are considered an extension of the Borough's information networks and are governed by all policies applicable to the use of Borough computers and electronic media (if applicable) as well as the Borough Internet Access and Use Guidelines (if applicable).
4. Departments that use social media are responsible for complying with applicable federal, state, and county laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright, records retention, Freedom of Information Act (FOIA), Open Public Records Act (OPRA), First Amendment, privacy laws, sunshine laws and information security policies (if applicable) established by the Borough, its departments, affiliated boards, commissions and authorities.
5. Wherever possible, links to more information should direct users back to the Borough's official website for more information, forms, documents or online services necessary to conduct business with the Borough.
6. Employees representing Borough government on social media outlets must identify themselves by name, and when relevant, by role at the Borough. All Borough

policies are applicable to interactions on social media sites when acting in an official capacity and representing the Borough.

7. The official Borough webmaster shall monitor content on all social media sites to ensure adherence to the Social Media Policy for appropriate use, message, and branding consistent with the goals of the Borough.

8. The Borough webmaster may have the authority to remove any information that violates this Social Media Policy or Terms of Service (TOS) at any time from any Borough social media site in accordance with archiving and retention requirements. See section III, Prohibited Content. Once removed, an email will be sent to the Borough Clerk's office for notification.

III. Prohibited Content

The following is prohibited and subject to removal:

- a. Comments not topically related to the particular post being commented upon
- b. Comments that promote, foster, or perpetuate discrimination on the basis of creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
- c. Comments that include vulgar, offensive, threatening or harassing language, personal attacks or unsupported accusations
- d. Obscene or sexual contents or links to obscene or sexual content;
- e. Illegal activity or encouragement of illegal activity
- f. Information that may tend to compromise the safety or security of the public or public systems
- g. Comments from children under 13 cannot be posted in order to comply with the Children's Online Privacy Protection Act. By posting on a Borough social media site, users acknowledge that they are at least 13 years old
- h. Content that violates a legal ownership interest of any other party
- i. Content or comments that promote a private business interest or service

IV. Applicability

This policy shall apply to all Borough agencies and departments as well as any affiliated government or non-government agency or official permitted by the Borough to post on Borough social media sites.

Adopted: *February 4, 2014*



Edward P. Abbot, Mayor

Attest:


Francine T. Paserchia, Borough Clerk

	RECORDED VOTE		
	Ayes	Nays	Absent
Councilman KING	X		
Councilman KOECHLING	X		
Councilwoman McWILLIAMS	X		
Councilman PECK II	X		
Councilman SULLIVAN	X		
Councilwoman WAHL I	X		