

RESOLUTION #12- 173
ADOPTING A SOCIAL MEDIA POLICY

BE IT RESOLVED, by the Borough Council of the Borough of Bernardsville, to adopt a Social Media Policy as follows:

I. Purpose

To address the use of Social Media communications the Municipal (“Municipality”) government utilizes to provide information online; and

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

II. Policy

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

1. The official public webmaster for the Municipality shall recommend to the Municipality for approval social media technologies that may be suitable for use by Municipal departments, affiliated boards, commissions and authorities.
2. The Municipality 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 Municipal Administration.
3. All official Municipal presence on social media sites or services are considered an extension of the Municipality’s information networks and are governed by all policies applicable to the use of Municipal computers and electronic media (if applicable) as well as the Municipal 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 Municipality, its departments, affiliated boards, commissions and authorities.
5. Wherever possible, links to more information should direct users back to the Municipality’s official website for more information, forms, documents or online services necessary to conduct business with the Municipality.

6. Employees representing Municipal government on social media outlets must identify themselves by name, and when relevant, by role at the Municipality. All Municipal policies are applicable to interactions on social media sites when acting in an official capacity and representing the Municipality.
7. The official municipal 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 Municipality.
8. The Municipal 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 Municipal social media site in accordance with archiving and retention requirements. See section III, Prohibited Content. Once removed, an email will be sent to the Municipal 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 municipal 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

IV. Applicability

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

I, Sandra G. Jones, Clerk of the Borough of Bernardsville, hereby certify the foregoing to be a true and exact copy of a resolution adopted by the Borough Council at a duly convened meeting held on September 10, 2012.


