

Lower Macungie Township Social Media Policy

Purpose

Lower Macungie Township is setting forth guidelines for the creation and use of all social media sites by Township entities employees and volunteers that are authorized to convey or disseminate Township-related information to its residents, employees and visitors.

Definitions

“Social media” shall include Facebook, Twitter, websites, and discussion blogs and forums.

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

“Township entities” shall refer to boards, councils, commissions, committees, elected officials, appointed officials, employees and any other group organized or created by the Township.

Scope

This policy shall apply to all Township entities and the volunteers 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 Township or a Township entity.

Township employees are to follow the Social Media Policy included in their Personnel Policy.

The official Township website shall remain www.lowermac.com.

General Policy

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

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

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

Social media shall be used solely to convey information about the entity posting it. No personal opinions shall be posted by the entity, employee or volunteer.

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

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

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

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

Township entities shall not use social media to make any official Township 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 Township entities may be monitored by the Township Manager or other individual so designated by the Township Manager to insure adherence to both this Social Media Policy and the interests and goals of the Township.

The Township 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 Township entities, employees and volunteers creating/using social media sites are subject to all applicable federal and Pennsylvania laws and regulations as well as applicable record retention requirements.

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

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

All sites names, passwords and/or access codes or information or changes to these shall be filed with the Township Manager or their designee within two days of the change.

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

This Social Media Policy may be revised at any time by approval of the Township Manager or their designee.

Approved by the Board of Commissioners August 6, 2015

Comment Policy

1. All comments, articles and the like posted on social media by Township 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 Township.
 - a. Profane, obscene, violent, sexually suggestive or pornographic content and/or language or links to such material.
 - b. Images or links containing minors or suspected minors in sexual and/or provocative situations. These will be reported to law enforcement.
 - c. Photographs or images of children without permission of their parents or guardians.
 - d. 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.
 - e. Defamatory, racist and anti-Semitic remarks.
 - f. Threats to any person or organization.
 - g. Solicitation of commerce including, but not limited to, advertising of any business or product for sale with the exception of Township-sponsored events and/or items or services.
 - h. Solicitation of political support or political contributions.
 - i. Conduct in violation of federal, state or local law or ordinance.
 - j. Encouragement or illegal activity.
 - k. Information that may tend to compromise the safety or security of the public or public systems.
 - l. Content that violates a legal ownership interest, such as copyright or other infringement on intellectual property rights.
 - m. Private contact information such as names, addresses, phone numbers and email addresses.
 - n. Personal information about a person without that person's permission.
 - o. Spamming or repetitive content.
 - p. Comments from and participation of children under 18 years of age in compliance with the Children's Online Privacy Protection Act.
3. A comment posted by a member of the public on any Township-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 Township nor do such comments necessarily reflect the opinions or policies of the Township. Such a comment may be removed if the Township deems it appropriate to do so.
4. Any attempt to hack or otherwise compromise the Township's Internet or social media sites will be reported to law enforcement and the perpetrators will be denied access to the sites.
5. The Township reserves the right to deny access to any social media sites created/used by Township entities to any individual who violates the Township's Social Media Policy at any time and without prior notice.

6. Township entities shall monitor the comments on their social media sites for violations of this policy.
7. In the event a Township employee responds to a comment in his/her capacity as a Township employee, the employee's name and title shall be included in the response.
8. No Township employee or volunteer shall share personal information about him/herself or other Township employees or volunteers. No Township entity shall share personal information about any member of the entity.
9. All comments posted are bound by Facebook's Statement of Rights and Responsibilities. The Township 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 Township policies are applicable to interactions and postings on social media sites when acting in an official capacity and representing the Township.

Breach of Policy

Internet postings on Township entity's social media sites that are deemed to constitute a breach of this Policy as determined by the Township Manager or their designee 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 Township Manager or their 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 Township.

Any Township employee or volunteer found by the Township Manager or their 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 Township.

Any illegal activity shall be reported to the appropriate authorities.

Disclaimer

Neither the Township nor any Township department, elected official, or employee of the Township warrants the accuracy, reliability or timeliness of any information published by this system, nor endorses any content, viewpoints, products, or services linked from this system, and shall not be held liable for any losses caused by reliance on the accuracy, reliability or timeliness of such information. Portions of such information may be incorrect or not current. Any person or entity who relies on any information obtained from this system does so at their own risk. If you have any questions, please contact the Township office at 610-966-4343 or by email at info@lowermac.com.