

SOCIAL MEDIA POLICY FOR THE TOWNSHIP OF MARLBORO

A. Purpose

The intended purpose behind establishing the Township of Marlboro social media sites is for the sole purpose of disseminating information from the Township, about the Township, to its residents, employees and visitors. This Social Media Policy (the "Policy") sets forth guidelines for the establishment and use by the Township of Marlboro ("the Township") of all social media sites as a means of conveying Township of Marlboro-related information to its residents, employees and visitors.

For purposes of this policy, "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 Facebook, blogs, MySpace, RSS, YouTube, Second Life, Twitter, LinkedIn, Delicious, Flickr, Instagram and all others that may be in existence or created hereafter. For purposes of this policy, "comments" include text, information, articles, links, video and other multimedia, graphics and pictures.

B. Scope

This policy shall apply to any and all employees, individuals, volunteers, agencies, departments, officials, committee and/or governing body members who are now or hereinafter permitted as authorized users by the Township to post content on the Township's social media sites, including, but not limited to, members of the public that are permitted to comment on Township social media posts or tag photos in Township social media posts. The Township's social media sites encompassed by this Policy include all sites and accounts authorized and/or created by the Township and any of its agencies or departments, including any maintained by the Police or Recreation Departments. References to "comments" or "commenting" in this Policy shall also encompass tweets directed at a Township Twitter account, social media posts that "tag" a Township social media account, and any post or comment that may appear on the home page of any Township social media site.

C. General Policy

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

1. The Township of Marlboro shall have a single presence on social media sites deemed appropriate for use by the Mayor. Individual departments or agencies of the Township may maintain a separate social media presence when deemed appropriate and confirmed in writing by the Mayor. Any request by a Township department or agency to maintain a social media presence shall be made in writing to the Mayor for consideration. Such request shall contain enough information for the Mayor to assess the need for such social media presence, its purpose, and its compliance with this policy. The request shall also set forth the person or persons responsible for and authorized to post content on such sites and accounts.

2. No Township of Marlboro social media site, including those maintained by departments or agencies of the Township, shall be established without prior approval of the Mayor as set forth in subsection (1) above. All Township social media sites shall be administered by permissible users which shall be the Mayor and/or the Mayor's designee(s). Where a department or agency of the Township maintains its own social media presence, such department or agency, with approval from the Mayor, shall designate a person or persons responsible for and authorized to post content on such sites and accounts.
3. The Mayor shall designate a Website / IT / Social Media Liaison to oversee and post content on each Township social media site to ensure adherence to this policy, including appropriate use, messaging, and branding that is consistent with the interests, goals, and objectives of the Township. The designated Liaison will be responsible for the content of any Township social media sites they may create. *This paragraph does not apply to social media sites maintained by individual Township departments and agencies.* Such sites will be monitored by the Liaison *only* for consistency with this Policy, but the individual department or agency shall appoint a person or persons responsible for posting content pursuant to Subparagraph 2 above. The designated person must provide a copy of all passwords to the Mayor or his or her designee. No personal email addresses may be used to set up the social media account. Email addresses for all social media accounts must be obtained from the Mayor or his or her designee.
4. Any and all permissible users of any social media site shall be provided with a copy of this policy and sign an Acknowledgment of Use (Addendum A) prior to managing or posting to any Township social media sites.
5. The Township social media sites shall clearly set forth that they are maintained by the Township and that the sites follow this Social Media Policy.
6. Wherever possible, the Township social media sites should link back to the official Township website for forms, documents, online services and other information necessary to conduct business with the Township of Marlboro.
7. The Township of Marlboro Website (currently located at <http://www.Marlboro-NJ.gov>) and the Website maintained by the Division of Police (currently located at <http://www.Marlboropd.org>) will remain the Township's primary and predominant internet presence.
8. The Township of Marlboro social media sites are intended to be informational only and are *not* intended to be used as an open public forum for making comments, including any official communications to the Township; for example, reporting crimes or misconduct, reporting dangerous conditions, 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 Township social media site, along with the appropriate contact information for submitting official communications.
9. This Policy and the Township's Terms of Use Disclosure (Addendum B) shall be placed on the Township of Marlboro Website, and displayed to social media users or made

available by hyperlink on each of the Township's social media sites, including those maintained by an agency or department of the Township.

10. The Township's social media sites and this Policy are subject to all applicable federal and New Jersey State laws and regulations, as well as applicable record retention requirements. 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 established by the Township of Marlboro, its departments, affiliated boards, commissions and authorities.
11. All Township of Marlboro social media sites covered under this Policy remain the property of the Township, including the list of all the followers and friends generated by each of the Township's social media sites. If a person appointed to maintain a social media site no longer serves in such capacity, for any reason, they must relinquish everything related to the site including user names, passwords and/or access codes or information.

D. Comment Policy

1. As a public entity the Township must abide by certain standards to serve all its constituents in a civil and unbiased manner.
2. When a post, comment, link, photograph, or other notification is made by an authorized designee on behalf of the Township of Marlboro, the authorized designee shall not share personal information about himself or herself, or other Marlboro employees and or officials.
3. **The Township Government Website** does not allow for any public comments whatsoever. It is reserved for the Township government to engage in its own expressive conduct to promote its own message and disseminate information. From time to time, the Township may post surveys on its website which may allow for comments or the reporting of potholes or the updating of an economic development directory of local businesses. Commenting shall be limited to those surveys and the topics thereof and shall not change the designation of the Township's website as a government communication and shall not make it a public forum.
4. **For purposes of this policy, Township social media sites fall under the following category:**
 - a. **Government Communication Social Media Sites** are Township social media sites where public comment is prohibited. The Township or an agency or department thereof wholly controls such social media sites and, therefore, these sites are informational only and are not a public forum. The Township reserves the right to delete any comments or input that do not adhere to this Policy.
 - b. **Limited Public Social Media Forums** are Township social media sites where public comment *may be* enabled. The Township does not police comments

made by the public related to Township activities; however, the Township reserves the right to delete any comments that do not adhere to this Policy. The Township also reserves the right to disable comments on such sites at any time and turn such site into a government communication. The persons designated pursuant to Section C(1) and (2) herein shall have the authority to delete or disable comments pursuant to this policy on the sites and/or accounts each person is designated to maintain. The Website / IT / Social Media Liaison shall have such responsibility for other Township-owned sites or accounts that do not have such person designated.

5. A comment posted by a member of the public on any Township social media site described in 4(b) above is the opinion of the commentator 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.
6. Comments by the general public on limited public social media forums as set forth in 4(b) must be consistent with provisions of this policy. Comments containing any of the following inappropriate forms of content shall not be permitted on any type of Township social media site and are subject to editing, removal or restriction, in whole or in part, by the relevant department/division representative or their designee:
 - Comments not topically related to the particular social medium thread or topic or article being commented upon;
 - Profane, obscene, or sexual language or content or links to such language or content;
 - Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation or other characteristics protected by state or federal law;
 - Conduct or encouragement of illegal activity;
 - Information that may tend to compromise the safety or security of the public or public systems;
 - Threats to any person or organization;
 - Conduct that violates any federal, state, or local law; or
 - Content that violates a legal ownership interest of any other party.
7. If comments are related to the topic at hand, then the content must be allowed to remain, regardless of whether it is favorable or unfavorable to the Township.

8. Any attempt to hack or otherwise compromise the Township's internet or social media sites will be reported to law enforcement and the perpetrator will be denied access to the sites.
9. The Township of Marlboro reserves the right to deny access to its social media sites for any individual who violates the Marlboro Township Social Media Policy, at any time and without prior notice.
10. All members of the public who choose to comment on Township social media sites are advised that such posts, comments, Tweets, etc. may be subject to OPRA, FOIA, and other records retention laws.

E. Links / Posts By or About Non-Municipal Groups

From time to time, the Township (or a department or agency thereof) may find it necessary or beneficial to the public to post on its social media sites about groups unaffiliated with the Township. Such groups shall be those that promote the health, safety, and well-being of Township residents. Such posts will be requested via written application and made at the discretion of the person or persons designated to maintain such social media site. Such posts will be made at the discretion of the person or persons designated to maintain such social media site and shall be consistent with the provisions of Chapter A403 Section 4 (E) of the Township Code pertaining to cable television.

F. Legal

The Township reserves the right to report any violation of a social media site's Rules, Terms and Conditions, Rights and Responsibilities, etc., to that site with the intent of that site taking appropriate and reasonable responsive action. All Marlboro policies are applicable to interactions on social media sites when acting in an official capacity and representing the Township.

ADDENDUM B

Terms of Use Disclosure (to be posted on all Marlboro Social Media Sites)

A. Information Disclaimer

By visiting this site, you understand and agree that the Marlboro Township government site is provided "AS IS". Marlboro Township government makes every effort to provide accurate and complete information on this website. The information contained herein is not official nor in any way shall it be deemed to constitute legal notice where such legal notice is required by law. The information contained in this site is provided as a service and convenience to people needing information about the Township of Marlboro government. Portions of the information on this site may be incorrect or not current. Township of Marlboro government, its officers, employees or agents shall not be liable for damages or losses of any kind arising out of or in connection with the use or performance of information, including but not limited to, damages or losses caused by reliance upon the accuracy or timeliness of any such information, or damages incurred from the viewing, distributing, or copying of those materials.

B. Linking Policy

Links To External Sites

The Township of Marlboro government site contains links to outside websites. These websites are not owned, operated, controlled or reviewed by the Township of Marlboro government. These links are provided solely as a courtesy and convenience to you, the visitor.

The Township of Marlboro government, its officers or employees, exercise no control over the organizations, views, accuracy, copyright or trademark, compliance or the legality of the material contained in these outside websites. The Township of Marlboro government, its officers or employees, do not sponsor, endorse, or approve the information, content, proceeds, materials, opinions or services contained on such outside websites. The visitor proceeds to these outside websites at his/her own risk. The Township of Marlboro government specifically disclaims any and all liability from damages, which may result from the accessing of a third-party site, which is linked to the Township of Marlboro government website or from reliance upon only such information.

C. Endorsement Disclaimer

Reference in this website to any specific commercial products, processes, or services, or the use of any trade firm or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation, or favoring by the Township of Marlboro government or its officers, employees or agents.

D. Copyright and Trademark Limitations

Township of Marlboro government makes no warranty that materials contained herein are free of copyright or trademark claims or other restrictions or limitations on free use or display. Making a copy of such material may be subject to copyright or trademark laws.

E. Use of Material from this site

The Township of Marlboro government has made the informational content posted on these pages available to the public and anyone may view, copy or distribute *Township of Marlboro government information* found here without obligation to the Township of Marlboro government

for non-commercial, personal use only, unless otherwise stated on particular material or information to which a restriction on free use may apply.

The design of this site, original graphics, and original creations are all copyrighted by the Township of Marlboro and may not be re-engineered, distributed, modified, transmitted, re-used, reposted, or duplicated without the express written permission of the Township of Marlboro in each instance. All requests to use any part of the original design, code or graphics of this site should be made via e-mail to the Township Administrator.

F. Unauthorized Modifications

Unauthorized attempts to modify or otherwise alter any information or image stored on any Township of Marlboro government website may result in criminal prosecution.

for non-commercial, personal use only, unless otherwise stated on particular material or information to which a restriction on free use may apply.

The design of this site, original graphics, and original creations are all copyrighted by the Township of Marlboro and may not be re-engineered, distributed, modified, transmitted, re-used, reposted, or duplicated without the express written permission of the Township of Marlboro in each instance. All requests to use any part of the original design, code or graphics of this site should be made via e-mail to the Township Administrator.

F. Unauthorized Modifications

Unauthorized attempts to modify or otherwise alter any information or image stored on any Township of Marlboro government website may result in criminal prosecution.

