



MUHLENBERG TOWNSHIP IT POLICIES AND PROCEDURES

SOCIAL MEDIA

1. Purpose

The purpose of this Social Media Policy (“Policy”) is to establish guidelines and practices for the use and management of the Township of Muhlenberg (“Township”) social media outlets. The Township’s use of social media is to augment and enhance our established print, signage and web communications with the public, our vendors and constituents.

The Township has a vested interest and high expectations when it comes to the messages, content and media posted to our various social media outlets by its employees and officials.

2. Definitions

“Social media outlets” - All electronic content that is accessible, expandable and editable by Township employees and its officials.

“Posts” – Information, articles, pictures, videos or any form of communication posted to a publically accessible social media outlet. Posts can refer to information provided by the Township or information posted to our sites via public interaction.

3. General Policy

- 3.1 The Township’s official webpage, www.muhlenbergtwp.com is and will remain the primary electronic means of communication to the public.
- 3.2 The creation of additional social media sites are subject to approval by the Township Manager. Upon approval, all new social media sites will be branded and bear the name of the Township and its official logo(s).
- 3.3 All social media sites should state that they comply with the Township’s social media policies.
- 3.4 All links for documentation, forms and other downloadable content should be directed to the Townships official website www.muhlenbergtwp.com.
- 3.5 The Township reserves to the right to revoke administrative privileges and/or social media sites at any time.
- 3.6 All Township social media sites shall comply with each social media site provider’s policies.
- 3.7 All Township social media sites shall comply with local, state and federal laws regulation and policies.
- 3.8 All Township social media site content is subject to the Pennsylvania Right to Know Act. All content that is related to Township social media sites including posts, subscribers, and private message communication are to be considered public records.
- 3.9 All employees that represent the Township in an online role shall conduct themselves in the utmost professional manner in accordance with Township Employee Policies as outlined in the employee handbook.

- 3.10 All Township social media sites shall only utilize official contact information, including email and phone numbers. Personal contact information of employees or Township officials shall not be used.
- 3.11 The Township has the right to amend, modify or change this policy at any time.

4. Content Guidelines

- 4.1 The Township shall have rights and full permission to all content including digital photographs and videos posted on its social media sites.
- 4.2 Any employee or Township official that has access to content and posts on social media sites shall review and comply with the Township's social media policies terms and conditions.
- 4.3 Any employee or Township official that has permission and rights to post on the Township's social media sites shall never express personal views, concerns or opinions in any post. All posts should only reflect the views of the Township.
- 4.4 All posts from the Township shall contain information that is freely available and public and never contain confidential information regarding the Township. Posts may not contain any personal information except employee names. If unsure of the appropriateness or legality of a post, consult with the IT Director or Township Manager.
- 4.5 Township social media posts may not contain the following:
 - 4.5.1 Content that promotes or fosters discrimination based on race, creed, color, age, religion, gender, marital status, national origin, physical or mental disability, sexual orientation or any category that is protected by federal, state or local laws;
 - 4.5.2 Any sexual language or content or links to such content;
 - 4.5.3 References to illegal activity
 - 4.5.4 Copyrighted material or intellectual property of anyone other than the person who posted the content;
 - 4.5.5 Profane or vulgar language;
 - 4.5.6 Political comments either for or against campaigns, office holders or candidates;
- 4.6 Deletion of posts that violate section 4.5 of this policy shall be approved by the Township Manager. The IT Director shall document the post by taking a screen shot and writing a small synopsis of why the post was removed prior to deleting it. Posts that contain criticism of the Township do not fall under the deletion policy.
- 4.7 The Township reserves the right to add or remove services and functionality of any or all social media sites at any time.
- 4.8 These social media policies shall be made available on the Township's website. Any content that has been removed based on these policies shall be documented with date, time and identity of both the Township employee/official and person that made the post/comment/message.