

# **BOROUGH OF PENBROOK**

## **SOCIAL MEDIA POLICY** **MANAGEMENT OF SOCIAL MEDIA, WEBSITES, AND ONLINE DATA**

### **I. PURPOSE**

The purpose of this Social Media Policy ("**Policy**") is to establish guidelines and practices for the use and management of the Borough of Penbrook ("**Borough**") social media, websites, and online data. The Borough has a vested interest and high expectations when it comes to the messages, content and media posted to our various social media outlets. The Borough encourages the use of social media to further the Borough's goals and missions.

### **II. DEFINITIONS**

"Borough" - means the Borough of Penbrook.

"Policy" - refers to this Social Media Policy and the terms therein.

"Sites" - refers to all electronic online content that is accessible, expandable and editable by Borough employees and its officials. This includes the Borough's various social medial platforms on websites like Facebook or Instagram.

### **III. APPLICABILITY**

This Policy shall apply to all Borough Sites as well as the staff in charge of oversight. The Borough's official website [www.Penbrook.org](http://www.Penbrook.org) will remain the Borough's primary and predominant internet presence. The Borough also maintains a Facebook and Instagram page.

The Borough has the right to amend, modify or change this Policy at any time.

### **IV. CREATION OF SITES AND CONTENT**

#### **a. Authority**

- i. All Borough Sites created by the Borough will be subject to approval by the Borough Manager or his/her designee.
- ii. The Borough Manager or his/her designee will be responsible for the content and upkeep of any Sites.

- iii. All Borough Sites shall comply with all appropriate Borough policies and standards, including this Policy.

**b. Information Sharing**

- i. Whenever possible, content posted to Borough Sites will also be available on the Borough's primary website: [www.Penbrook.org](http://www.Penbrook.org).
- ii. Wherever possible, content posted to the Borough's Sites should contain links directing users back to the Borough's official website for in-depth information, forms, documents, or online services necessary to conduct business with the Borough.

**V. RIGHT TO KNOW**

- a. Borough Sites are subject to the Pennsylvania Right to Know Law. Any content maintained in a social media format that is related to Borough business, including lists of subscribers and posted communication, is a public record, except to the extent that such content includes information that is exempt from disclosure pursuant to the Right to Know Law. Content related to Borough business shall be maintained in an accessible format so that it can be produced in response to a record request. Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting may be subject to public disclosure pursuant to the Right to Know Law. Users shall be notified that public disclosure requests must be directed to the Open Records Officer.
- b. Pennsylvania law and applicable Borough records-retention schedules apply to Sites. Records required to be maintained pursuant to an applicable Borough records-retention schedule shall be preserved.
- c. This policy shall be made available on the Borough's primary website.

**VI. TERMS OF USE**

**a. Prohibited Content**

- i. The Borough Manager's designee(s) will be responsible for the content and upkeep of any Sites.
- ii. Borough Site articles and comments containing any of the following forms of content are expressly prohibited:
  - 1. Comments not topically related to the particular Borough social media article being commented upon;

2. Comments in support of or opposition to political candidates, campaigns or ballot measures;
  3. Profane language or content;
  4. Content that is threatening, intimidating, hostile, offensive, or 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;
  5. Sexual content or links to sexual content;
  6. Solicitations of commerce or for personal gain;
  7. Conduct or encouragement of illegal activity;
  8. Privileged information or information restricted by the Borough;
  9. Any content not otherwise specified herein that violates Federal, state or local laws;
  10. Information that may tend to compromise the safety or security of the public or public systems; or
  11. Content that violates a legal ownership interest of any other party.
  12. "Robo spam" and/or comments by "social bots" (i.e. content posted by automatic software programs, or "bots")
- iii. The Borough reserves the right to restrict or remove any content that is deemed in violation of this Policy or any applicable law. Such action may be taken without any notice.

**b. Non-Endorsement**

- i. The Borough is not responsible for, and neither endorses nor

opposes, public comments placed on the Sites. Commenters are personally responsible for their own comments, username, and/or any information placed on the Sites by the commenter. The Borough does not monitor the Sites on a continuous basis and may or may not remove any particular material at any time or ever. The Borough expects that commenters be courteous and civil towards others in their comments.

- ii. Any advertisements appearing on these Sites are not controlled by the Borough and do not reflect any endorsement by the Borough. Facebook, Inc. owns and operates facebook.com and has its own policies and standards concerning what may, and may not, be posted and the actions that it may take with regard to unauthorized posts. See "Facebook Community Standards" at [www.facebook.com/communitystandards/](http://www.facebook.com/communitystandards/).

**c. Borough Manager Designee(s)**

- i. Any employee or Borough official that has permission and rights to post on the Borough's Sites shall never express personal views, concerns or opinions in any post. All posts should only reflect the views of the Borough.
- ii. All posts from the Borough shall contain information that is freely available and public and never contain confidential information regarding the Borough. Posts may not contain any personal information except employee names. If unsure of the appropriateness or legality of a post, consult with the Borough Manager.
- iii. Deletion of posts that violate this Policy shall be approved by the Borough Manager. The Designee(s) 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 Borough do not fall under the deletion policy.
- iv. Borough Designee may block users the have repeated violations of the Terms of Use.