

RESOLUTION

RE: “A RESOLUTION CREATING A SOCIAL MEDIA POLICY”

Whereas, Social Media sites such as Twitter, Facebook, Pinterest, LinkedIn, Instagram, Google+, among other social media sites (collectively “Social Media Sites”); and

Whereas, the Public seeks information about the community through Social Media Sites, and Social Media Sites provide a very informative way of relaying information to the Township about emergencies, local events, proposed resolutions, ordinances and any other information available;

Whereas, it is in the best interest of the community to have Social Media Policy in place to allow designated employees of the Township the ability to post information on said Social Media Sites and allow commentary from the community;

NOW THEREFORE BE IT RESOLVED by the Mayor and Board of Commissioners of the Town of West New York, County of Hudson, as follows:

1. The official public webmaster shall be allowed to post on Facebook, Instagram, Google+ and Twitter information regarding Township events, emergency information, school closings, pictures of events and other public affairs of the Township. The official public webmaster shall recommend to the Municipality for approval any other social media technologies that may be suitable for use by the Municipal departments, affiliated boards, commissions and authorities prior to being allowed to post on said Social Media Sites.
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 and the goals set forth in this Resolution.

8. The Municipal webmaster may have the authority to remove any information that does not meet the goals of the Municipality and the goals set forth in this Resolution, which is to provide up to date information to the Townships residents regarding events, emergencies and other public information provided for by the Municipality. The Municipal webmaster reserves the right to remove any content posted by individuals on the Municipalities, if same is deemed Prohibited Content as set forth below.

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 content 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 West New York 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.

Adopted: 3/20/13