

## **Township of Verona Social Media Policy**

### **Philosophy:**

The role of technology in the 21<sup>st</sup> century workplace is constantly expanding and now includes social media communication tools that facilitate interactive information sharing, interoperability, and collaboration. Commonly used social media websites include Facebook, Twitter, YouTube, Instagram, SnapChat and LinkedIn. These websites have large, loyal user bases and are increasingly useful outreach and communication tools for government entities from the federal to the local level. A social networking presence has become an essential component in most communications strategies.

Social networking improves interactivity between a local government and the public, and it reaches populations that do not consume traditional media as frequently as others do. Therefore, The Township of Verona may consider using social networking websites to enhance their communications strategies. In doing so, however, The Township of Verona will take care to choose the types of social networks that make the most sense for their type of information and that give emphasis to tools that provide more information across multiple outlets to the broadest audience.

### **General:**

1. All Township of Verona social media sites will be subject to approval by the Town Manager.
2. The Township of Verona's website ([www.VeronaNJ.org](http://www.VeronaNJ.org)) will remain the Township's primary and predominant internet presence.
  - a. The best, most appropriate Township of Verona uses of social media tools fall generally into two categories:
    - i. As channels for disseminating time-sensitive information as quickly as possible (example: emergency information).
    - ii. As marketing/promotional channels which increase the Township's ability to broadcast its messages to the widest possible audience.
  - b. Wherever possible, content posted to Township of Verona social media sites will also be available on the Township's main website.
  - c. Wherever possible, content posted to Township of Verona social media sites should contain links directing users back to the Township's official website. The Township's official website will remain at the forefront for in-depth information, forms, documents or online services necessary to conduct business with the Township of Verona.

3. As is the case for the Township of Verona's website, one point of contact will be responsible for the content and upkeep of any social media sites the Township may create.
4. Wherever possible, all Township of Verona social media sites shall comply with all appropriate Township of Verona policies and standards.
5. Township of Verona social media sites are subject to State of New Jersey public records laws. Any content maintained in a social media format that is related to Township business, including a list of subscribers and posted communication, is a public record. The Department maintaining the site is responsible for responding completely and accurately to any public records request for public records on social media. Content related to Township business shall be maintained in an accessible format and so that it can be produced in response to a request. Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.

*Example: Representatives of Township of Verona communicate via this website. Consequently any communication via this site (whether by a government employee or the general public) may be subject to monitoring and disclosure to third parties.*

Users shall be notified that public disclosure requests must be directed to the relevant departmental public disclosure officer.

6. Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between Township departments and members of the public. Township of Verona social media site articles and comments containing any of the following forms of content shall not be allowed:
  - a. Comments not topically related to the particular social medium article being commented upon;
  - b. Comments in support of or opposition to political campaigns or ballot measures;
  - c. Profane language or content;
  - d. 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;
  - e. Sexual content or links to sexual content;
  - f. Solicitations of commerce;
  - g. Conduct or encouragement of illegal activity;
  - h. Information that may tend to compromise the safety or security of the public or public systems; or
  - i. Content that violates a legal ownership interest of any other party.

These guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available.

7. The Township of Verona reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.
8. The Township of Verona will approach the use of social media tools as consistently as possible, enterprise wide.
9. All new social media tools proposed for Township of Verona use will be approved by the Town Manager.
10. Administration of Township of Verona social media sites.
  - a. The Township of Verona Director of Administration and Economic Development will maintain a list of social media tools which are approved for use by the Town Manager.
  - b. The Township of Director of Administration and Economic Development will maintain a list of all social media sites, including login and password information.
  - c. The Township of Verona must be able to immediately edit or remove content from social media sites.