

## Township of Belleville, NJ Social Media Policy

### **I. Purpose**

To address the use of the Internet and wireless communications the Township of Belleville, NJ ("Township") government utilizes to provide information online;

and

To encourage the use of Social Media to further the goals of the Township and the missions of its departments and affiliated boards, commissions and authorities.

### **II. Policy**

Because the Governing Body and Township Manager have an overriding interest and expectation in deciding who may "speak" and what is "spoken" on behalf of the Township on social media sites, the following policy is established for the use of all social media.

1. The Township shall approve social media technologies that may be suitable for use by Township departments, affiliated boards, commissions, and authorities.
2. The Township shall have a single presence and voice on social media sites deemed appropriate for use. Only the Township Manager or his designee may direct the webmaster to publish information on the Township's social media site(s).
3. All official Township presence on social media sites or services are considered an extension of the Township's information networks and are governed by all policies applicable to the use of Township computers and electronic media as well as the Township's Internet Access and Use Guidelines.
4. The Township Manager should be contacted for assistance with developing appropriate uses for social media, selecting appropriate social media outlets, and defining a strategy for social media use.
5. The Township's use of social media will comply 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 Township, its departments, affiliated boards, commissions and authorities.
6. Wherever possible, links to more information should direct users back to the Township's official website for more information, forms, documents, or online services necessary to conduct business with the Township.

7. Employees representing Township government on social media outlets must identify themselves by name, and when relevant, by role at the Township. All Township policies are applicable to interactions on social media sites when acting in an official capacity and representing the Township. Employees that fail to conduct themselves in an appropriate manner may be reported to the Township Manager for the appropriate action.
8. The Township Manager's office 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 Township.
9. The Township Manager's office may have the authority to remove any information that violates this Social Media Policy or Terms of Service (TOS) at any time from any Township's social media site in accordance with archiving and retention laws. Once removed, a notice will be sent to the Township Manager and Municipal Clerk's office.

### **III. Applicability**

This policy shall apply to all Township employees, agencies, and departments as well as any affiliated government or non-government agency or official permitted by Township Manager to post on Township of Belleville social media sites.