

TOWNSHIP OF HAMPTON

RESOLUTION NO. 992

A RESOLUTION OF THE TOWNSHIP OF HAMPTON, COUNTY OF ALLEGHENY, COMMONWEALTH OF PENNSYLVANIA, ESTABLISHING A POLICY GOVERNING THE USE OF SOCIAL MEDIA BY THE TOWNSHIP OF HAMPTON

WHEREAS, the Township of Hampton Council desires to utilize social media to aid in the dissemination of information to Township residents; and

WHEREAS, the Township of Hampton Council desires to establish a policy to govern the Township's use of social media and to provide guidelines for members of the public to follow when interacting with the Township via social media.

NOW, THEREFORE, BE IT RESOLVED by the Township of Hampton Council as follows:

Section 1.

The Township of Hampton Council hereby adopts the Social Media Policy attached hereto as **Exhibit A** and incorporated herein by reference.

Section 2.

Any resolutions in conflict with this Resolution shall be repealed to the extent of such conflict.

Section 3.

This Resolution shall become effective upon adoption.

ADOPTED by the Council of the Township of Hampton this 27th day of June, 2018.

WITNESS:



Municipal Manager

TOWNSHIP OF HAMPTON


President of Council

EXHIBIT A

TOWNSHIP OF HAMPTON SOCIAL MEDIA POLICY

Introduction

The Township of Hampton (“Township”) makes every effort to make prudent use of available technology to those performing services for the Township, and makes every effort to provide accessible and accurate information to its residents. To better achieve this goal, the Township shall make use of social media accounts. The purpose of this Policy is to establish procedures for the proper use of the Township’s social media accounts by employees and by residents. The use of social media introduces new opportunities and risks. This Policy requires official actions to be taken to ensure proper use of social media accounts and to minimize any risk or potential liability of the Township related to such accounts.

Objective

This Policy aims to support the Township’s use of social media as an effective communication device and sets forth the guidelines and requirements established by the Hampton Township Council for using social media effectively. The Township reserves the right to amend this Policy at any time. The Township also reserves the right to suspend or cancel any Township social media account at any time.

Scope

This Policy is applicable to all Authorized Users, employees, elected officials or anyone else who contributes to the use of social media in the Township’s name. Any questions regarding this Policy or its implementation should be directed to the Municipal Manager and/or the Township Attorney as appropriate.

Authorized Users

The two employees who are authorized to use the Township’s social media accounts shall be the Assistant Township Manager, and a Police Sergeant (“Authorized User”). The Municipal Manager and Assistant Township Manager shall have administrative rights to the Township’s social media accounts. Other users may be appointed on a temporary or permanent basis at the discretion of the Municipal Manager. Authorized Users shall maintain current Township social media accounts. Accounts shall be opened and closed at the discretion of the Municipal Manager.

All accounts shall be opened using email accounts issued by the Township. Exceptions may be made when deemed necessary by the Municipal Manager. At no time will any other personal or business email account be linked to the Township social media accounts. Authorized Users agree that the Township social media accounts and the contacts found therein shall be used for the benefit of the Township only and for no other purpose.

Authorized Users shall maintain the security of all usernames, passwords, and other login information to Township social media accounts and shall not disclose or share this information

with any third party. Authorized Users agree to abide by all terms and conditions of the various social media platforms they will use on behalf of the Township.

Township social media accounts, as well as all original content generated through the use of these accounts, will remain the sole property and intellectual property of the Township to the fullest extent permitted by law. Upon termination of an Authorized User's employment: (i) the Authorized User's right to use the Township's social media accounts shall be automatically terminated; and (ii) the login passwords associated with the Township's social media accounts shall be changed.

Rules for Use

Postings shall include items such as Township news and information, photographs of Township events and announcements that could benefit Township residents.

When comment features are enabled, the following guidelines shall apply:

- Profanity filters shall be turned on when available to filter out and prevent the posting of comments containing profanity.
- Authorized Users shall monitor public comments on the Township's social media accounts periodically during business hours, and shall respond to public comments as needed in accordance with this Policy in a professional and timely manner.
- If a comment is on topic with respect to the Township's post or subsequent conversation via the comment sections, then the comment shall remain as a post, regardless of whether it is favorable or unfavorable to the Township.
- If a comment is offensive, obscene, infringing, defamatory, libelous, discriminatory, threatening, harassing, relates to illegal activity, or if it is out of context or off topic with respect to the Township's post, then the comment will be deleted by an Authorized User.
- At the request of members of the public who have had comments deleted, the Township may choose to provide them with a response as to why their comments were deleted.
- If a comment includes false or misleading information, the Township will respond solely to the extent necessary to correct any false or misleading information in the comment. When correcting residents on false or misleading information, Authorized Users will post with respect, in a non-confrontational manner, and with the Township's views in mind.
- Members of the public who repeatedly post comments that violate this Policy may be banned from commenting.

When posting the Township's social media accounts, Authorized Users shall:

- Be accurate and honest.
- Be consistent with the Township's other social media accounts and the Township's publication policies.
- Correct errors promptly as needed.
- Post in a professional and non-confrontational manner.
- Respond to public comments, when commenting features are enabled, as needed in accordance with this Policy in a professional and timely manner.

All suspected or confirmed compromises to the security of the Township's social media accounts shall be immediately reported to the Municipal Manager or their designee. Computers, laptops and mobile devices used to administer Township social media accounts shall have up-to-date software to protect against any virus, malware, or other harmful code and malicious attacks.

Authorized Users are prohibited from posting any and all of the following:

- Attorney work product prepared pursuant to any litigation or potential litigation involving the Township government or any information that is subject to attorney-client privilege as determined by the Township Attorney.
- Comments that are defamatory, libelous, discriminatory, threatening, harassing, disparaging, obscene, profane, illegal or otherwise offensive.
- Political comments or political campaign materials, including any endorsement of a political party or candidate.
- Comments that are personal, sensitive, or confidential about any person.
- Confidential or privileged information of the Township or any information related to executive session material.
- Endorsement or advertisements of any product, business, or commercial services.
- Information or content that is personal in nature or does not relate to the business of the Township.
- Photographs of employees or members of the public without written permission.
- Intellectual property of any person or other third party, including copyrighted materials such as photos or written content, or any trademark or logo, without written permission from the owner of such intellectual property.
- Any other information that is not public in nature.
- Information that is false or misleading.

Postings shall be clear and free of ambiguous statements. Requests for private information will be denied. Authorized Users may instruct requestors to contact the Township in a more private, acceptable manner if appropriate.

The Township's social media accounts will accept all likes or follow requests. However, the Township will not reciprocate all likes or follow requests and is not obligated to do so. The Township will only accept/reciprocate those requests from individuals or governmental entities associated with the business of the Township in the Township's sole discretion. Requests from private individuals or businesses that are not associated with the business of the Township will not be accepted. The Township may block any other social media user, in the Township's sole discretion, if such user posts comments that violate this Policy.

Use of Outside Social Media by Employees and Council Members

Employees and elected officials who are not Authorized Users do not have access to the Township's official social media accounts. However, these individuals may maintain personal social media accounts. Township employees and elected officials are encouraged to use common sense when navigating and using social media sites.

In particular, Township employees and elected officials shall not:

- Post or discuss any confidential or privileged information of the Township via their personal social media account.
- Harass any employee of the Township.
- Violate the intellectual property rights of the Township.

When posting on a personal basis, employees are reminded to state that all opinions and personal views are strictly their own, and not the opinions or views of the Township. Violations of this Policy shall be reviewed on a case-by-case basis and may result in appropriate disciplinary actions in accordance with the Township's Personnel Policies and Procedures Manual. This Policy is not intended to restrict or preclude employees from engaging in activities protected by law, including the National Labor Relations Act, such as discussions related to employment conditions.