

LEMOYNE BOROUGH

Social Media Policy

PURPOSE

1. The purpose of this Social Media Policy (“Policy”) is to establish guidelines and practices for the use and management of official Borough of Lemoyne (“Borough”) social media outlets. The Borough’s use of social media is to augment and enhance our established print, signage and web communications with the public, our vendors and constituents.
2. The Borough has a vested interest in and high expectations of the messages, content and media posted to our various social media outlets, whether by our employees, agents or officials, or by members of the public.
3. This policy shall supplement the policy outlined in the Borough’s employee handbook and shall apply to all Lemoyne Borough departments, employees, and elected and appointed officials. This policy shall be posted on the official Borough website.

DEFINITIONS

1. Social Media—All electronic content created by individuals through and on the internet that is accessible, expandable and editable by Borough employees and its officials.
2. Posts—Information, articles, pictures, videos or any form of communication posted to a publicly accessible social media outlet. Posts can refer to information provided by the Borough or information posted to our sites via public interaction.
3. Borough Social Media Sites—Social media sites where the Borough establishes and maintains, and over which it has control, all postings, except for advertisements and hyperlinks by the social media sites owners, vendors or partners. Borough social media sites shall supplement, and not replace, the Borough’s required notices and standard methods of communication.

GENERAL POLICY

1. The Borough’s official webpage, www.lemoynepa.com, is and will remain the primary electronic means of communication to the public.
2. The creation of additional social media sites for the Borough, such as for other individual departments, are subject to approval by the Borough Manager. Upon approval, all new social media sites will be branded and bear the name of the Borough and its official logo(s).
3. Administrative rights for the social media site will be owned by the Borough Manager, but additional rights may be granted to appropriate personnel with the permission of the Borough Manager.
4. The Borough reserves the right to revoke administrative privileges and/or social media sites at any time.
5. All social media sites shall state that they comply with the Borough’s Social Media Policy.
6. All links for documentation, forms and other downloadable content should be directed to the Borough’s official website.

7. All Borough social media sites shall comply with each social media site provider's policies.
8. All Borough social media sites shall comply with local, state and federal laws, regulations, and/or policies.
9. All Borough social media site content is subject to the Pennsylvania Right to Know Law. All content that is related to Borough social media sites, including posts, subscribers, and private message communications is considered to be public record.
10. Employees and elected/appointed officials representing the Borough in an online role, whether or not they have administrative privileges, shall conduct themselves in the utmost professional manner.
11. All Borough social media sites shall only utilize official contact information, including email and phone numbers. Personal contact information of employees or Borough officials shall not be used.
12. The Borough has the right to amend, modify or change this policy at any time.

CONTENT GUIDELINES

1. The Borough shall own, and shall have rights and full permission to access all content on its social media sites, including digital photographs and videos posted on its social media sites.
2. No Borough employee may post to any Borough social media site on behalf of the Borough unless expressly authorized to make such posts by the Borough manager or his/her designee.
3. Employees and elected/appointed officials should not represent themselves as a spokesperson for the Borough. Links from blogs or other social networking sites identifying employees/officials as speaking on behalf of the Borough should not be created.
4. Any employee or Borough official that has access to content and posts on social media sites shall review and comply with the Borough's Social Media Policy's terms and conditions and all other Borough policies, including its policy against harassment and discrimination.
5. Any employee or Borough official that has permission and rights to post on the Borough's social media sites shall refrain from expressing personal views, concerns or opinions in any post. All posts should only reflect the views of the Borough.
6. All posts from the Borough shall contain information that is freely available and public, and never contain confidential information regarding the Borough, its employees, or its citizens. 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.
7. Social media posts may not contain the following:
 - a. Content that promotes or fosters discrimination based on race, creed, color, age, religion, gender, marital status, national origin, physical or mental disability, sexual orientation, or any other classification that is protected by federal, state or local laws, regulations and/or policies;
 - b. Any sexually suggestive language, content or links to such content;
 - c. References to illegal activity;
 - d. Threatening or harassing material;
 - e. Any material or information which is confidential under federal, state or local laws, regulations or policies;
 - f. Any defamatory, slanderous or libelous statements;
 - g. Copyrighted material or intellectual property of anyone other than the person who posted the content;
 - h. Solicitations of commerce;
 - i. Infringement on copyrights or trademarks;
 - j. Profane or vulgar language;

- k. Political comments of any kind, including for or against any campaign, office holders, or candidates; or
 - l. Content that violates any other Borough policy including its policy against harassment and discrimination.
8. Deletion of posts which violate this Policy shall be approved by the Borough Manager. If the post was made by the Borough Manager, approval shall be by the Borough Council President. The Borough Manager or his/her designee shall document the post to be deleted by taking a screen shot of same and writing a short synopsis of why the post was removed prior to deleting it. Said synopsis shall further identify the date of the post, the identity of the individual making the post, the date of deletion, the identity of the individual approving the deletion, and the identity of the individual who both deleted the post and completed the synopsis.
 9. Posts that contain criticism of the Borough do not fall under the deletion policy.
 10. Employees who violate this policy may be subject to discipline, up to and including termination.
 11. The Borough reserves the right to add or remove content that is deemed in violation of this policy or any applicable law at any time. Any participants on the Borough's official social media sites who are in continual violation of the posting/commenting guidelines may be permanently removed from the Borough's site.