



Social Media Policy

Purpose

The purpose of this Policy is to address the fast-changing landscape of the Internet and the way residents and individuals obtain information online through social media. Social media sites have increased in use over the last decade, and provide an opportunity for municipalities to further engage and inform their communities of activities, programs, projects, events, and alerts or emergencies. West Vincent Township aims to communicate to residents using a variety of tools, including social media. Therefore, this Social Media Policy establishes guidelines for the use of social media venues including Facebook and Twitter.

General

- 1.) The West Vincent Township administrative team, consisting of the Township Manager, Chief of Police, Township Secretary, and Police Secretary, shall have administrative authority to formulate, post, and maintain all social media content and their sites. Departments wishing to post information pertaining to their department should provide material to these individuals.
- 2.) All West Vincent Township social media sites and their posted material will be subject to the full discretion of the Township Manager.
- 3.) The West Vincent Township website will remain the primary and predominant internet presence. The Township and Police Secretary shall ensure that information posted on social media refers the user back to the Township website as the primary source of Township information, including applications, documents, the community calendar, contact information, and other service related information necessary to conduct business within the Township.
- 4.) Use of social media outlets will fall into three major categories:
 - a. As channels for disseminating time sensitive information as quickly as possible, (Emergency information)
 - b. As a means to provide information concerning Township business
 - c. As marketing/promotional channels which increase the Township's ability to broadcast its message to the widest possible audience
- 5.) West Vincent Township intends to promote effective communication and maintain a respectful dialogue on all social media sites. In that spirit, the rules for posting external comments on Facebook and Twitter maintain a productive and open forum for community discussion. Our moderators use these rules to ensure that posted comments are constructive and suitable for all readers, while

respecting a range of options and points of view. Moderation will take place during the West Vincent Township business hours.

Posted comments must comply with the following regulations:

- Comments must be civil and may not contain slanderous, libelous, malicious, offensive, threatening, profane, or insulting language.
- References to the personality of individuals or personal attacks will not be permitted.
- Advertising or promotional announcements are not permitted.
- Comments must be within the scope of the topic under the discussion.
- Comments cannot include personally identifiable information, such as an address, phone number, social security number, or other sensitive information.
- Comments cannot represent a person other than the one posting the comment.
- Comments containing links to other websites or pages must be relevant to the topic.
- Comments cannot serve electoral campaign purposes.
- Political messages will not be published.
- Participants are responsible for what they post.
- Comments must not break any law, confidentiality, or copyright.
- Comments by external parties on the Township Facebook or Twitter pages are not official public testimony concerning any project or program.
- An opinion expressed on the Township page is posted for discussion only and is not a substitute for a formal statement in a public hearing process.
- The Township social media pages are not a forum to submit open records requests.
- The Township does not necessarily agree with content posted by Township Facebook or Twitter followers. Nothing in any social media page constitutes a binding representation, agreement, or an endorsement on the part of the West Vincent Township Police Department or West Vincent Township.
- The Township will delete any comment that violates this Policy. Users will be blocked and/or reported to the social media site's representative. Additionally, the Township's social media sites hosted by Facebook and Twitter are, additional to this Policy, governed by a separate Privacy Policy and Statement of Rights and Responsibilities.