



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 social media sites will be set up on an informational basis only. Features to allow interactive comment on these sites will be disabled.
- 6.) All material posted on the West Vincent Township social media sites shall be subject to the Pennsylvania Right to Know Law.