

SOCIAL MEDIA POLICY

BOROUGH of GLASSBORO, NEW JERSEY

Purpose

This policy establishes guidelines for the establishment and use by the Borough of Glassboro social media sites (including but not limited to Facebook and Twitter) as a means of conveying Borough of Glassboro (“Glassboro”) information to its citizens.

The intended purpose behind establishing Borough of Glassboro social media sites is to disseminate information from Glassboro, about Glassboro, to its citizens. The Borough of Glassboro has an overriding interest and expectation in deciding what is “spoken” on behalf of the Glassboro social media sites.

For purposes of this policy, “social media” is understood to be content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media include Glassboro Websites, Facebook, blogs, MySpace, RSS, YouTube, Second Life, Twitter, LinkedIn, Delicious, Pinterest, Instagram and Flickr. For purposes of this policy, “comments” include information, articles, pictures, videos or any other form of communicative content posted on a Borough of Glassboro social media site.

General Policy

1. The establishment and use by any Glassboro department of Glassboro social media sites are subject to approval by the Glassboro Administrator or his/her designees. All Borough of Glassboro social media sites shall be administered by Borough of Glassboro Information Technology (“IT”) staff and Director of Public Relations.
2. Glassboro social media sites should make clear that they are maintained by the Borough of Glassboro and that they follow Glassboro’s Social Media Policy.
3. Wherever possible, Glassboro social media sites should link back to the official Borough of Glassboro website for forms, documents, online services and other information necessary to conduct business with the Borough of Glassboro.
4. The Director of Public Relations will monitor content on Glassboro social media sites to ensure adherence to both the borough’s Social Media Policy and the interest and goals of the Borough of Glassboro.
5. The Borough of Glassboro reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law. Any content removed based on these guidelines must be retained by the Director of Public Relations for a reasonable period of time, including the time, date and identity of the poster, when available.
6. These guidelines must be displayed to users or made available by hyperlink.

7. The Borough of Glassboro will approach the use of social media tools as consistently as possible, enterprise wide.
8. The Borough of Glassboro's website Glassboro.org will remain Glassboro's primary and predominant internet presence.
9. All Glassboro social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
10. Glassboro social media sites are subject to The Open Public Records Act (OPRA). Any content maintained in a social media format that is related to Glassboro business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure.
11. Employees representing the Glassboro government via Glassboro social media sites must conduct themselves at all times as a representative of Glassboro and in accordance with all Glassboro policies.
12. This Social Media Policy may be revised at any time.
13. Comments on topics or issues not within the jurisdictional purview of the Borough of Glassboro may be removed.
14. The Borough of Glassboro does not endorse any links or advertisements that may show up on social media pages.

Comment Policy

1. As a public entity the Borough of Glassboro must abide by certain standards to serve all its constituents in a civil and unbiased manner.
2. The Borough of Glassboro social media pages are intended to be "family friendly," so please keep your comments clean by following these simple rules. In addition to keeping it family friendly, we require that you follow our posting guidelines here. Please note that we utilize Facebook's automatic content filtering feature. All Borough of Glassboro social media content is subject to monitoring.
3. The intended purpose behind establishing Borough of Glassboro social media sites is to disseminate information from Glassboro, about Glassboro, to its citizens.
4. Comments containing any of the following inappropriate forms of content shall not be permitted on Borough of Glassboro social media sites and are subject to removal and/or restriction by the Director of Public Relations or his/her designees:
 - a. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin;
 - b. Defamatory or personal attacks;

- c. Comments not related to the original topic, including random or unintelligible comments; profane, obscene, violent, or pornographic content and/or language;
 - d. Threats to any person or organization;
 - e. Comments in support of, or in opposition to, any political campaigns or ballot measures;
 - f. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
 - g. Conduct in violation of any federal, state or local law;
 - h. Encouragement of illegal activity;
 - i. Information that may tend to compromise the safety or security of the public or public systems; or content that violates a legal ownership interest, such as a copyright, of any party.
 - j. Harassment or content which constitutes and/or facilitates stalking;
 - k. Content which violates the right to privacy;
 - l. Encouragement of violence;
 - m. Repetitive content;
 - n. Comments which may reasonably interfere with, inhibit, or compromise law enforcement investigations, police tactics, police responses to incidents and/or the safety of police staff and officers;
 - o. Posts or comments that contain any external links.
5. A comment posted by a member of the public on any Borough of Glassboro social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the Borough of Glassboro, nor do such comments necessarily reflect the opinions or policies of the Borough of Glassboro.
 6. The Borough of Glassboro reserves the right to deny access to Borough of Glassboro social media sites for any individual or group, who violates the Borough of Glassboro's Social Media Policy, at any time and without prior notice.
 7. Comments posted to this page will be monitored and inappropriate content as defined above will be removed as soon as possible and without prior notice. Please note, comments posted to this page are monitored and our Facebook setting will automatically hide a comment if profanity is used within the post.
 8. If you need to contact the Glassboro Police Department, please call their front desk at (856) 881-1500, or if it is an emergency, call 911 and ask for assistance. While comments posted

on Glassboro's Facebook page are monitored, posting a comment is neither the recommended nor best way to contact Borough of Glassboro or Glassboro Police Department.

9. Departments shall monitor their social media sites for comments requesting responses from the Glassboro and for comments in violation of this policy.
10. When a Borough of Glassboro employee responds to a comment, in his/her capacity as a Borough of Glassboro employee, the employee's name and title should be made available, and the employee shall not share personal information about himself or herself, or other Glassboro employees.
11. All comments posted to any Borough of Glassboro Facebook site are bound by Facebook's Statement of Rights and Responsibilities and Community Standards, located at <http://www.facebook.com/terms.php>, and <http://www.facebook.com/communitystandards>, respectfully. The Borough of Glassboro reserves the right to report any violation of Facebook's Statement of Rights and Responsibilities and/or Community Standards to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.
12. By posting or commenting on the Borough of Glassboro social media platforms you agree to our terms of use. You participate by your own choice, taking personal responsibility for your comments, your username and any information you provide therein.

BE RESPECTFUL

Always be fair and courteous to fellow citizens. Also, keep in mind that you are more likely to resolve Glassboro Municipality complaints by speaking directly with a Glassboro municipal representative than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, members, associates or suppliers, or that might constitute harassment or bullying.

Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile community environment on the basis of race, sex, disability, religion or any other status protected by law or Glassboro policy.

Discriminatory language presents a discriminatory, demeaning or derogatory portrayal of individuals or groups or contains anything which, in light of generally prevailing community standards, is likely to cause deep or widespread offense. It is also language that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, family status, status with regards to public assistance, national origin, physical or mental disability or sexual orientation.

ORDINANCE #16 – 49

AN ORDINANCE ADOPTING A STANDARD OPERATING PROCEDURE (SOP) FOR COMMUNITY USE OF SOCIAL NETWORKING SITES OF THE BOROUGH OF GLASSBORO AND A STANDARD OPERATING PROCEDURE (SOP) FOR COMMUNITY NOTIFICATION AND COMMUNICATIONS SUPPORT

BE IT ORDAINED, by the Mayor and Council of the Borough of Glassboro, in the County of Gloucester, and State of New Jersey, that there is hereby established: (1) a new Standard Operating Procedure for Community Use of Social Networking Sites of the Borough of Glassboro; and (2) a new Standard Operating Procedure for Community Notification and Communications Support.

Section 1. A “Standard Operating Procedure (“SOP”) for Community Use of Social Networking Sites of the Borough of Glassboro” is hereby created for the Borough of Glassboro to read as follows:

Purpose:

This policy establishes guidelines for the establishment and use by the Borough of Glassboro social media sites (including but not limited to Facebook and Twitter) as a means of conveying Borough of Glassboro (“Glassboro”) information to its citizens.

The intended purpose behind establishing Borough of Glassboro social media sites is to disseminate information from Glassboro, about Glassboro, to its citizens. The Borough of Glassboro has an overriding interest and expectation in deciding what is “spoken” on behalf of the Glassboro social media sites.

For purposes of this policy, “social media” is understood to be content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media include Glassboro Websites, Facebook, blogs, MySpace, RSS, YouTube, Second Life, Twitter, LinkedIn, Delicious, Pinterest, Instagram and Flickr. For purposes of this policy, “comments” include information, articles, pictures, videos or any other form of communicative content posted on a Borough of Glassboro social media site.

General Policy

1. The establishment and use by any Glassboro department of Glassboro social media sites are subject to approval by the Glassboro Administrator or his/her designees. All Borough of Glassboro social media sites shall be administered by Borough of Glassboro Information Technology ("IT") staff and Director of Public Relations.
2. Glassboro social media sites should make clear that they are maintained by the Borough of Glassboro and that they follow Glassboro's SOP for Community Use of Social Networking Sites of the Borough of Glassboro.
3. Wherever possible, Glassboro social media sites should link back to the official Borough of Glassboro website for forms, documents, online services and other information necessary to conduct business with the Borough of Glassboro.
4. The Director of Public Relations will monitor content on Glassboro social media sites to ensure adherence to both the borough's Social Media Policy and the interest and goals of the Borough of Glassboro.
5. The Borough of Glassboro reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law. Any content removed based on these guidelines must be retained by the Director of Public Relations for a reasonable period of time, including the time, date and identity of the poster, when available.
6. These guidelines must be displayed to users or made available by hyperlink.
7. The Borough of Glassboro will approach the use of social media tools as consistently as possible, enterprise wide.
8. The Borough of Glassboro's website Glassboro.org will remain Glassboro's primary and predominant internet presence.
9. All Glassboro social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
10. Glassboro social media sites are subject to The Open Public Records Act (OPRA). Any content maintained in a social media format that is related to Glassboro business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure.
11. Employees representing the Glassboro government via Glassboro social media sites must conduct themselves at all times as a representative of Glassboro and in accordance with all Glassboro policies.
12. This Standard Operating Procedure may be revised at any time.

13. Comments on topics or issues not within the jurisdictional purview of the Borough of Glassboro may be removed.

14. The Borough of Glassboro does not endorse any links or advertisements that may show up on social media pages.

Comment Policy

The following guidelines shall constitute the Comment Policy for any Borough social networking sites which allow for comment:

1. As a public entity the Borough of Glassboro must abide by certain standards to serve all its constituents in a civil and unbiased manner.

2. The Borough of Glassboro social media pages are intended to be “family friendly,” so please keep your comments clean by following these simple rules. In addition to keeping it family friendly, we require that you follow our posting guidelines here. Please note that we utilize Facebook’s automatic content filtering feature. All Borough of Glassboro social media content is subject to monitoring.

3. The intended purpose behind establishing Borough of Glassboro social media sites is to disseminate information from Glassboro, about Glassboro, to its citizens.

4. Comments containing any of the following inappropriate forms of content shall not be permitted on Borough of Glassboro social media sites and are subject to removal and/or restriction by the Director of Public Relations or his/her designees:

- a. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin;
- b. Defamatory or personal attacks;
- c. Comments not related to the original topic, including random or unintelligible comments; profane, obscene, violent, or pornographic content and/or language;
- d. Threats to any person or organization;
- e. Comments in support of, or in opposition to, any political campaigns or ballot measures;
- f. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
- g. Conduct in violation of any federal, state or local law;

- h. Encouragement of illegal activity;
- i. Information that may tend to compromise the safety or security of the public or public systems; or content that violates a legal ownership interest, such as a copyright, of any party.
- j. Harassment or content which constitutes and/or facilitates stalking;
- k. Content which violates the right to privacy;
- l. Encouragement of violence;
- m. Repetitive content;
- n. Comments which may reasonably interfere with, inhibit, or compromise law enforcement investigations, police tactics, police responses to incidents and/or the safety of police staff and officers;
- o. Posts or comments that contain any external links.

5. A comment posted by a member of the public on any Borough of Glassboro social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the Borough of Glassboro, nor do such comments necessarily reflect the opinions or policies of the Borough of Glassboro.

6. The Borough of Glassboro reserves the right to deny access to Borough of Glassboro social media sites for any individual or group who violates the Borough of Glassboro's Standard Operating Procedure for Community Use of Social Networking Sites of the Borough of Glassboro at any time and without prior notice.

7. Comments posted to this page will be monitored and inappropriate content as defined above will be removed as soon as possible and without prior notice. Please note, comments posted to this page are monitored and our Facebook setting will automatically hide a comment if profanity is used within the post.

8. If you need to contact the Glassboro Police Department, please call their front desk at (856) 881-1500, or if it is an emergency, call 911 and ask for assistance. While comments posted on Glassboro's Facebook page are monitored, posting a comment is neither the recommended nor best way to contact Borough of Glassboro or Glassboro Police Department.

9. Departments shall monitor their social media sites for comments requesting responses from the Glassboro and for comments in violation of this policy.

10. When a Borough of Glassboro employee responds to a comment, in his/her capacity as a Borough of Glassboro employee, the employee's name and title should be made available, and the employee shall not share personal information about himself or herself, or other Glassboro employees.

11. All comments posted to any Borough of Glassboro Facebook site are bound by Facebook's Statement of Rights and Responsibilities and Community Standards, located at <http://www.facebook.com/terms.php>, and <http://www.facebook.com/communitystandards>, respectfully. The Borough of Glassboro reserves the right to report any violation of Facebook's Statement of Rights and Responsibilities and/or Community Standards to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.

12. By posting or commenting on the Borough of Glassboro social media platforms you agree to our terms of use. You participate by your own choice, taking personal responsibility for your comments, your username and any information you provide therein.

BE RESPECTFUL

Always be fair and courteous to fellow citizens. Also, keep in mind that you are more likely to resolve Glassboro Municipality complaints by speaking directly with a Glassboro municipal representative than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, members, associates or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile community environment on the basis of race, sex, disability, religion or any other status protected by law or Glassboro policy. Discriminatory language presents a discriminatory, demeaning or derogatory portrayal of individuals or groups or contains anything which, in light of generally prevailing community standards, is likely to cause deep or widespread offense. It is also language that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, family status, status with regards to public assistance, national origin, physical or mental disability or sexual orientation.

Section 2. A "Standard Operating Procedure ("SOP") for Community

Notification and Communications Support" is hereby created for the Borough of

Glassboro to read as follows:

PURPOSE: The purpose of this SOP is to outline criteria by which the Borough of Glassboro (the Borough) will support nonprofit community, civic, social, and academic organizations and institutions' programs and events via its Marketing and Communications tools.

BACKGROUND: On a regular basis, the Borough receives requests to utilize its Marketing and Communications tools, including Constant Contact email distributions, Facebook, and web site, to promote local events, programs, activities, and more. In order to memorialize the process and maintain a fair standard by which the Borough can and will provide such support, the Governing Body adopts this SOP.

SUPPORT OUTLINE

1. The Borough WILL support

- a. Local, nonprofit events, activities, and programs
- b. Borough-sponsored events, activities, and programs
- c. Other events, activities, and programs approved by the Borough on a case-by-case basis

2. The Borough WILL NOT support:

- a. Requests to solicit residents, citizens, business owners, etc. for monetary support and/or specific fundraising activities.
- b. Requests to solicit business or participation for any individual, political group, foundation, business, charity, or religious organization.
- c. Communications which include language of a nature that is sexually explicit, or that is lewd or obscene, racial, illegal, with religious context or that expresses an opinion.
- d. Communications which include photographs or images of anyone who can be identified without first obtaining a signed release of any such person, or a parent of a minor.
- e. Communications with trademark infringement using third-party brand names referring to products that are not legitimate, counterfeit, or perhaps imply a link between the products and services and the brand owner when no such approval or link exists.

CRITERIA TO OBTAIN SUPPORT

1. The business or organization must:

- a. Be geographically located within the Borough or have distinct ties to the Borough and/or its community

- b. Be in good standing with the Borough
- c. Be free from any current or pending litigations
- d. The business or organization must submit all requests in writing the Borough Public Relations Coordinator at least 30 days prior to an event/activity. The request should include, but is not limited to:
 - (1) Organization/business name and address
 - (2) Point of Contact full name, phone, email, and other pertinent contact information
 - (3) Event date and time (including duration – start and stop times)
 - (4) Event location (address)
 - (5) Target audience, including summary of those invited and expected attendees (i.e. students, business owners, families, etc.)
 - (6) Reason for event (i.e. awareness, education, community fun, fundraising, etc.)
 - (7) Special features and other details (free parking, music, special guests, activities for children, etc.)

APPROVALS

1. The Point of Contact (“POC”) identified in Section 8 below, along with guidance and approval from the Borough Administrator or designee, will review all requests.
2. Requests will be reviewed/approved in accordance with the criteria outlined in Section 6 above.
3. A Borough representative will contact the requesting organization’s Point of Contact whether the event is approved for support or not.
4. For approved events, the Borough POC will obtain any further information and provide details on the type of support to be provided.

TYPE OF SUPPORT: The Borough may provide the following kinds of Marketing and Communications support. While organizations may make requests, it is at the Borough’s discretion to determine which communication channel is most appropriate as driven by the event/activity.

1. Email distribution(s) to appropriate distribution lists.

2. Web site home page feature story and/or community page feature story and/or event posting
3. Facebook post(s)
4. Media Relations – outreach to newspapers, TV, and other media outlets to cover the event/activity

Effective Date. As per the date of adoption of this Ordinance, this SOP is hereby ratified by the Governing Body. It shall remain in effect until such time as the SOP is no longer required, is superseded by a new SOP, or is terminated by approval of the Governing Body.

Point of Contact. The Borough Public Relations Coordinator is the Point of Contact.

Section 3. Repealer

All Ordinances or parts of Ordinances inconsistent with this Ordinance are hereby repealed to the extent of such inconsistencies.

Section 3. Severability:

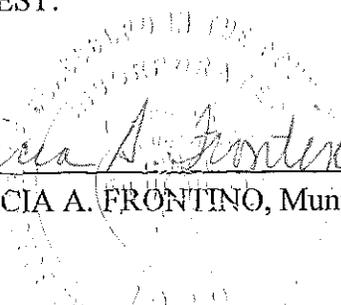
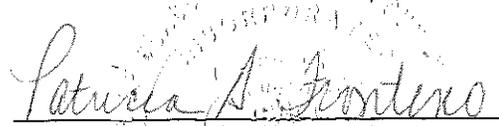
Each section of this Ordinance is an independent section, and the holding of any section or part thereof to be unconstitutional, void or ineffective, shall not be deemed to affect the validity or constitutionality of any other sections or parts hereof.

BE IT FURTHER ORDAINED that this Ordinance shall take effect immediately upon final passage and publication as required by law.

BOROUGH OF GLASSBORO


LEO J. McCABE, Mayor

ATTEST:



PATRICIA A. FRONTINO, Municipal Clerk

INTRODUCED 09-01-2016
PUBLIC HEARING 09-27-2016

ROLL CALL VOTE

	AYES	NAYS	ABSTAIN	ABSENT
Mr. Cabezas	✓			
Mr. Cossabone	✓			
Mr. D'Alessandro	✓			
Mr. Malandro	✓			
Ms. Miller	✓			
Mr. Wallace	✓			

TALLY:

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