

Chatham Borough Social Media Policy

PURPOSE

This policy sets forth guidelines for the use by the Borough of Chatham (the "Borough") of its social media sites as a means of conveying Borough-related information to its residents, employees and visitors. The Borough has an overriding interest and expectation in deciding what is published on behalf of the Borough on its social media sites.

The purpose of this social media policy ("Social Media Policy") is to establish enforceable rules for the use of social media by Borough officials, employees and/or volunteers when engaged in Borough business. For purposes of this policy, social media includes but is not limited to the Borough's official website and its Facebook, YouTube, Twitter and any other communication that is open to response or comment. For purposes of this policy, response and comments include information, articles and pictures. It also includes other communication medium created by the Borough including but not limited to Nixle, reverse 911 and/or the Borough local government channel.

Rules are necessary to assure that communications made on behalf of the Borough are properly authorized and in correct form; that communications to the Borough by means of social media which can be viewed by the public are appropriate and pertinent; that all communications to the Borough are related to the posted municipal information; and that the sender is clearly and fully informed that a message received by means of social media is not a substitute for required reporting procedures or statutory notice requirements.

This Social Media Policy may be revised at any time by approval of the Borough Council.

SCOPE

This policy shall apply to all Borough agencies and departments, and their employees and/or volunteers, as well as any affiliated government or non-government agency or official and/or commission or council, and their employees and/or volunteers, permitted by the Borough to post on Borough social media sites. This policy does not apply to individuals who post in their individual capacity.

The Borough's website at www.chathamborough.org will remain the Borough's official and primary and predominant internet presence.

GENERAL POLICY

No Borough social media site shall be established without prior approval of the Borough Administrator or his/her designee. The Borough Administrator may require the Borough entity to follow certain content or style guidelines for the "look and feel" of the social media site. All Borough social media sites shall clearly set forth that they are maintained by the Borough and that they follow this Social Media Policy.

This Social Media Policy shall be posted on the official Borough website. All Borough social media sites shall have a hyperlink to this Social Media Policy posted on the Borough website. Wherever possible, all

Borough social media sites shall link back to the official Borough website for forms, documents, online services and other information necessary to conduct business with the Borough.

Borough social media sites shall not be used to make any official Borough communications to the public other than those specifically referencing the activities of the Borough agency of department. Accuracy of information is of vital importance and must be considered a priority when posting.

The use of social media by Borough entities may be monitored by the Borough Administrator or his/her designee to ensure adherence to both this Social Media Policy and the interests and goals of the Borough.

The Borough has the right to and will restrict or remove any content that it deems in violation of this Social Media Policy, any applicable law or for any other reason it deems appropriate. Any content removed will be retained by the Borough pursuant to the applicable Borough retention policy, including the time, date and identity of the poster, when available.

All Borough social media sites are subject to all applicable federal and NJ laws and regulations, as well as applicable record retention requirements. This includes adherence to established laws and policies regarding copyright, records retention, Freedom of Information Act (FOIA), Open Public Record Act (OPRA), First Amendment, privacy laws, sunshine laws and information security policies (if applicable) established by the Borough.

All Borough employees, volunteers and elected officials representing the Borough via Borough social media sites shall conduct themselves at all times as representatives of the Borough and in accordance with all of its policies, particularly this Social Media Policy. All Borough policies are applicable to interactions on Borough social media sites. All postings by Borough entities should use correct spelling and good grammar.

All Borough social media sites shall remain the property of the Borough, including all the followers and friends generated by the site and may be deleted by the Borough if it deems it appropriate to do so.

All site names, passwords and/or access codes or information or changes to Borough social media sites shall be filed with the Borough Administrator and updated within two days of any change. If the person who created the social media site leaves a Borough entity, the passwords and/or access codes to the site shall be changed and the new information filed with the Borough Administrator within two days of the change.

Social media is run by a third party separate from the Borough and social media sites occasionally become inoperable. The Borough reserves the right to disable its social media accounts either temporarily or permanently at any time. In the event of a discontinuation of a social media site, documentation related to the site will be maintained in accordance with records retention guidelines set forth by the Government Records Council.

COMMENT POLICY

1. All comments, articles and the like posted on Borough social media sites must be civil and unbiased.

2. As a public entity the Borough must abide by certain standards to serve all its constituents in a civil and unbiased manner.
3. The intended purpose behind establishing the Borough social media sites is to disseminate appropriate information to residents, employees and visitors. The Borough shall not be expected to host the publication of comments or feature them on its social media sites.
4. A comment by a member of the public regarding any Borough social media site communication is the opinion of the commenter or poster only and publication of a comment does not imply endorsement of, or agreement by, the Borough, nor do such comments necessarily reflect the opinions or policies of the Borough. Such a comment may be removed, however, if the Borough deems it appropriate to do so.
5. Any attempt to hack or otherwise compromise any Borough social media site will be reported to law enforcement and the perpetrator will be subject to prosecution.
6. The Borough reserves the right to deny access to its social media sites for any individual who violates this Social Media Policy at any time and without prior notice.
7. All comments posted to social media websites are bound by any applicable terms and conditions of the operating programs that govern those sites.

PROHIBITED CONTENT

Postings containing any of the following are prohibited and may be removed by the Borough subject to applicable retention policies.

- Profane, obscene, violent, sexually suggestive or pornographic content and/or language or links to such materials.
- Images or links containing minors or suspected minors in sexual and/or provocative situations. These will be reported to law enforcement. Photographs or images of children without written permission of their parents or guardians. Photographs of adults without their permission.
- Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, national origin, marital status, sexual orientation, physical or mental disability or the receipt of public assistance.
- Defamatory remarks.
- Reference to any private interest group or activity of a private interest group.
- Threats to any person or organization.
- Solicitation of commerce, including, but not limited to, advertising of any business or product for sale with the exception of Borough-sponsored events and/or items.
- Solicitation of political support or political contributions.
- Conduct in violation of any federal, state or local law or ordinance.
- Encouragement of illegal activity. Information that may tend to compromise the safety or security of the public or public systems.
- Content that violates a legal ownership interest, such as a copyright or other infringement on intellectual property rights.
- Confidential Borough information. Information about actual or potential claims and litigation involving the government.
- Other information that is not public in nature.
- Private contact information such as names, addresses, phone numbers, or email addresses.

- Personal information about a person without that person's written permission.
- Spamming or repetitive content.
- Content that incites violence.
- Comments containing vulgar, offensive, threatening or harassing language, personal attacks or unsupported accusations.
- Comments unrelated to the particular post being commented on.
- Comments from and participation of children under 18 in compliance with the Children's Online Privacy Protection Act.

Social media shall be used as a one-way communication tool to flow information to members of the public. It is preferred that comment features on social media sites be disabled wherever possible. For social media sites where comments cannot be disabled:

- Borough entities shall monitor the comments on their social media sites during normal business hours for violations of this Social Media Policy.
- In the event a Borough employee responds to a comment in their capacity as a Borough employee, the employee's name and title shall be included in the response. No Borough employee or volunteer shall share personal information about themselves or others.
- All Borough policies are applicable to interactions and postings on social media sites when acting in an official capacity and representing the Borough.

ELECTED OFFICIALS

To avoid violating the New Jersey Open Public Meetings Act or use of government resources for political purposes:

1. Elected officials should not use any Borough social media sites to discuss public business. Elected officials shall avoid discussing public business on social media.
2. A social media site used by an elected official to communicate with constituents shall include a link to the Borough's official website at www.chathamborough.org for detailed information.
3. Elected officials who use social media for campaigning shall establish separate social media sites for that purpose and not access that social media through government technology.

BREACH OF POLICY

Internet postings on any Borough social media site deemed to constitute a breach of this Social Media Policy as determined by the Borough Administrator or his/her designee shall be removed, subject to applicable archiving and retention requirements. If a Borough social media site is found to be in frequent violation of this Social Media Policy, it shall be permanently deleted subject to applicable archiving and retention requirements.

DISCLAIMERS (To be posted on all Borough social media sites)

1. The Borough of Chatham's (the "Borough's") social media sites shall not be used for making any official communications to the Borough, for example, reporting crimes or misconduct, reporting

dangerous conditions, requesting an inspection, giving notice required by any statute by, ordinance or regulations such as but not limited to notices of claim.

2. In the event of an emergency situation affecting all or part of the Borough, please DO NOT rely on postings to our social media pages as a first line of contact. Responses and/or postings may not be able to be made in a timely manner during an emergency. If you have a true emergency (medical, police, or fire), DIAL 9-1-1. For all other emergencies, call the Chatham Borough Police Department at (973) 635-8000.

3. Visitors to this page are encouraged to read the Borough's Social Media Policy, which can be found on the Home page of www.chathamborough.org.

4. The opinions expressed by visitors of this site do not reflect the opinions of the Borough. Posted comments will be monitored and the Borough reserves the right to remove obscenities, off topic comments, personal attacks, or any other comments that are deemed inappropriate. Any content posted or submitted for posting is subject to public disclosure.

5. Information Disclaimer. By visiting this site, you understand and agree that the Borough site is provided "AS IS". The Borough makes every effort to provide accurate and complete information on this site. The information contained herein is not official nor in any way shall it be deemed to constitute legal notice where such legal notice is required by law. The information contained in this site is provided as a service and convenience to people needing information about the Borough. Portions of the information on this site may be incorrect or not current. The, its officers, employees or agents shall not be liable for damages or losses of any kind arising out of or in connection with the use or performance of information, including but not limited to, damages or losses caused by reliance upon the accuracy or timeliness of any such information, or damages incurred from the viewing, distributing, or copying of those materials.

6. Linking Policy -- Links To External Sites. The Borough site contains links to outside websites. These websites are not owned, operated, controlled or reviewed by the Borough. These links are provided solely as a courtesy and convenience to you, the visitor. The Borough, its officers or employees, exercise no control over the organizations, views, accuracy, compliance or the legality of the material contained in these outside websites. The Borough, its officers or employees, do not sponsor, endorse, or approve the information, content, proceeds, materials, opinions or services contained on such outside websites. The visitor proceeds to these outside websites at their own risk. The Borough specifically disclaims any and all liability from damages, which may result from the accessing of a third-party site, which is linked to the Borough site or from reliance upon only such information.

7. Endorsement Disclaimer. Reference in this site to any specific commercial products, processes, or services, or the use of any trade firm or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation, or favoring by the Borough or its officers, employees or agents.

8. Copyright and Trademark Limitations. The Borough makes no warranty that materials contained herein are free of copyright or trademark claims or other restrictions or limitations on free use or display. Making a copy of such material may be subject to copyright or trademark laws.

9. Use of material from this site. The Borough has made the content of these pages available to the public and anyone may view, copy or distribute Borough information found here without obligation to the Borough for non-commercial, personal use only, unless otherwise stated on particular material or information to which a restriction on free use may apply. The design of this site, original graphics, and original content are all copyrighted by the Borough and may not be re-engineered, distributed, modified, transmitted, re-used, reposted, or duplicated without the express written permission of the Borough. All requests to use any part of the original design, code, graphics or content of this site should be made via e-mail to the Borough Administrator.

F. Unauthorized Modifications. Unauthorized attempts to modify or otherwise alter any information or image stored on any Borough social media site may result in criminal prosecution.

V: December 15, 2020