

SOCIAL MEDIA POLICY
CITY OF LAMBERTVILLE

PURPOSE

The City of Lambertville (the “City”) has a compelling interest in what is presented on behalf of the City on social media sites. This policy sets forth guidelines for the creation and use of all social media sites by City entities, employees and volunteers when acting as representatives of the City that wish to convey or disseminate City-related information to its residents, employees and visitors.

DEFINITIONS

“*Social media*” shall include but not be limited to Facebook, blogs, MySpace, RSS, YouTube, Twitter, LinkedIn, Delicious, Flickr, Google Plus, Instagram, Pinterest, websites, discussion blogs and forums, XING, Digg, Snapchat and Reddit and shall extend to and include all current and future forms of social media.

“*City-related information*” shall refer to comments, information, articles, pictures, photos and other images. Content on City-created social media sites may only be posted by duly authorized personnel, as designated by the Mayor.

“*City Entity*” shall refer to boards, commissions, committees, departments and any other group organized or created by the City.

SCOPE

This policy shall apply to all City Entities and the volunteers and employees who are members of those entities when acting in their capacity as volunteers or employees of the City Entity.

The City’s official website shall remain www.lambertvillenj.org .

GENERAL POLICY

A social medium may be created and/or used by City entities so long as its creation and/or use conform to the requirements listed herein.

The creation and use of social media sites by City Entities are subject to prior approval by the Mayor. Any pre-existing social media sites by City Entities shall receive approval by the Mayor within 60 days of enactment of this policy in order to continue beyond those 60 days.

Any City Entity, employee or volunteer that receives permission from the Mayor to create or use social media shall clearly state that it is authorized to do so by the City and that it follows this Social Media Policy.

Social media shall be used solely to convey information or updates about the entity posting it. No personal information or personal opinions shall be posted by the entity, employee or volunteer.

Any City Entity creating or using a social medium shall designate a member(s) of that entity to post and monitor the site.

This Social Media Policy shall be posted on the official City website.

All social media sites created or used by City Entities authorized to do so shall have a hyperlink to this Social Media Policy on the City website.

Where appropriate, the social media sites created/used by City Entities shall link back to the official City website for forms, documents, online services and other information necessary to conduct business within the City.

City Entities shall not use social media to make any official City communications to the public other than those specifically referencing the activities of that entity. Accuracy of information is of vital importance and must be considered a priority when posting.

The use of social media by City Entities may be monitored by the Mayor or another individual(s) so designated by the Mayor to ensure adherence to both this Social Media Policy and the interests and goals of the City.

The City has the right to and will restrict or hide, subject to any applicable archiving and retention requirements, any content that it deems in violation of this Social Media Policy, any applicable law or for any other reason it deems appropriate.

All City Entities, employees and volunteers creating/using social media sites are subject to all applicable federal and New Jersey laws and regulations including all applicable record retention requirements.

All City Entities and their members as well as elected officials representing the City's government via its/their social media sites shall conduct themselves at all times as representatives of the City and in accordance with all of its policies.

All postings by City Entities should be spelled correctly and use good grammar.

Any social media sites created by a City employee, City volunteer, City official and/or City entity remains the property of the City, including all the followers and friends generated by the site and may be deleted by the City if it deems it appropriate to do so.

All site names, passwords and/or access codes or information or changes to these shall be filed with the City Clerk and updated within two days of any change.

If the person who created the social media site leaves a City entity, the passwords and/or access codes to the site shall be changed and the new information filed with the City Clerk within two days of the change.

This Social Media Policy may be revised at any time by approval of the City's Mayor and City Council.

COMMENT POLICY

1. All comments, articles and the like posted on social media by City Entities and their members must be civil and unbiased.

2. While the City will post information and monitor all official Social Media accounts, it will not respond to any posted comments. In the event of an emergency, residents should call 9-1-1. Where non-emergency assistance or information is necessary, residents should call City Hall at (609) 397-0110.

3. The following are prohibited and postings containing any of the following may be removed or hidden by the City, subject to applicable archiving or retention requirements.

A. Profane, obscene, violent, sexually suggestive or pornographic content and/or language or links to such materials.

B. Images or links containing minors or suspected minors in sexual and/or provocative situations. These will be reported to law enforcement.

C. Photographs or images of children without permission of their parents or guardians.

D. 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.

E. Defamatory, racist and anti-Semitic remarks, or threats to any person or organization.

F. Solicitation of commerce including, but not limited to, advertising of any business or product for sale with the exception of City-sponsored events and/or items.

G. Solicitation of political support or political contributions.

H. Conduct in violation of any federal, state or local law or ordinance, or encouragement of illegal activity.

I. Information that may tend to compromise the safety or security of the public or public systems.

J. Content that violates a legal ownership interest, such as a copyright or other infringement on intellectual property rights.

K. Private contact information such as names, addresses, phone numbers, email addresses.

L. Personal information about a person without that person's permission.

M. Spamming or repetitive content.

N. Comments from and participation of children under 18 in compliance with the Children's Online Privacy Protection Act.

4. A comment posted by a member of the public on any entity-created social media site is the opinion of the commenter or poster only and publication of a comment does not imply endorsement of or agreement by the City nor do such comments necessarily reflect the opinions or policies of the City. Such a comment may be hidden for the reasons set forth herein, however, if the City deems it appropriate to do so.

5. Any attempt to hack or otherwise compromise the City's Internet or social media sites will be reported to law enforcement and the perpetrators will be denied access to the sites.
6. The City reserves the right to deny access to any social media sites created/used by City entities to any individual who violates the City's Social Media Policy at any time and without prior notice.
7. City entities shall monitor the comments on their social media sites for violations of this policy.
8. In the event a City employee responds to a comment in his/her capacity as a City employee, the employee's name and title shall be included in the response.
9. No City employee or volunteer shall share personal information about him/herself or other City employees or volunteers. No City Entity shall share personal information about any member of the entity.
10. In the event that the City creates its own Facebook page, all comments posted are bound by Facebook's Statement of Rights and Responsibilities. The City reserves the right to report any violation of Facebook's Statement of Rights and Responsibilities to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.
11. All City policies are applicable to interactions and postings on social media sites when acting in an official capacity and representing the City.

BREACH OF POLICY

Internet postings on City social media sites that are deemed to constitute a breach of this Policy as determined by the Mayor shall be hidden subject to applicable archiving and retention requirements. If a social media site is frequently in violation of this Policy, it shall be permanently deleted.

Any City Entity, employee, or volunteer found by the Mayor to have violated any aspect of this Policy shall be banned from having a presence on the City's social media for a period of time deemed appropriate by the City.

Any illegal activity shall be reported to the appropriate authorities.