

## **SOCIAL MEDIA POLICY – BOROUGH OF WEST LEECHBURG**

### **PURPOSE:**

The Borough of West Leechburg, Westmoreland County, Pennsylvania has a compelling interest in what is presented on behalf of the Borough on social media sites and platforms. This policy sets forth guidelines for the creation and use of all social media sites and platforms by Borough entities, employees, and volunteers who wish to convey or disseminate Borough related information to its residents, employees and visitors.

### **DEFINITIONS:**

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 or any other similar platform to include but not be limited to Facebook, blogs, MySpace, YouTube, Twitter, LinkedIn, Pinterest, Snapchat and Flickr. For the purpose of this policy, "comments" include information, articles and pictures. It also includes other communication medium created by the Borough.

### **SCOPE:**

This policy shall apply to all Municipal agencies and departments as well as any affiliated government or non-government agency or official and/or commission or council permitted by the Borough to post on Borough social media sites or platforms.

### **GENERAL POLICY:**

1. No Borough of West Leechburg social media site shall be established without prior approval of the Borough Council. The use by any municipal department of the Borough social media sites are subject to approval by the Borough Council or its designee. All West Leechburg social media sites shall be administered by the Borough Council or its designee.
2. The Borough of West Leechburg social media sites shall clearly set forth that they are maintained by the Borough and that they follow this social media policy.
3. The Borough of West Leechburg social media sites and this Policy shall be subject to all applicable Federal and Pennsylvania Laws and regulations, as well as applicable record retention requirements.
4. Any social media site created by the Borough of West Leechburg employee, borough official, Borough entity or Borough designee remains the property of the Borough of West Leechburg, including all of the followers and friends generated by the site. If the person who created the site leaves the

employment or appointment by of the Borough of West Leechburg, they must relinquish everything related to the site including user names, passwords and/or access codes or information.

5. This social media policy may be revised at any time by the approval of the Borough Council.

## **COMMENTING ON THE BOROUGH OF WEST LEECHBURG SOCIAL MEDIA SITES**

By posting or commenting on the Borough of West Leechburg social media sites, you are agreeing to the terms of use of this Customer Use Policy and the Administrative Policy as provided herein and as follows:

The Borough of West Leechburg shares information, images, photographs and video with the public through external social media websites. Comments made by the public to these sites are reviewed and, while comments will not be edited by Borough personnel, a comment may be deleted if it violates this Customer Use Policy.

Comments should be related to the posted topic for the Borough's social media page or post. Borough social media accounts are not meant for comments that do not directly relate to the purpose or topic of the social media website or for service requests.

Comments may contain links to external sites that are government sites, Borough related sites, sites with specific ties to the Borough or sites that provide public information that help the Borough fulfill its mission.

**Contacting the Borough of West Leechburg Police or Fire Departments in the event of an emergency SHOULD NOT be done through Borough of West Leechburg social media sites. In the event of an emergency, please call 911 and ask for assistance. While comments posted on the Borough's social media sites are monitored, posting a comment is neither recommended or the best way to contact the Borough of West Leechburg Police and Fire Departments.**

Postings or comments to Borough of West Leechburg social media sites shall NOT contain any of the following:

- Comments not topically related to the particular subject or article being commented upon;
- Comments in support of, or opposition to, political campaigns, candidates or ballot measures (this does not apply to educational information or materials provided by the Borough pertaining to ballot measures or related Comments in response thereto);

- Profane language or content;
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation/gender identification, as well as any other category protected by federal, state or local laws;
- Sexual content (including nudity) or links to sexual content;
- Solicitations of commerce, including, but not limited to, advertising of any business or product for sale, commercial promotions and spam;
- Conduct in violation of any federal, state or local law, or 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 of any other party;
- Potentially libelous comments;
- Personal attacks, insults, or threatening language;
- Private or personal information published without consent;
- Reproduced or borrowed content that reasonably appears to violate third party rights;
- Hyperlinks to material that is not directly related to the discussion.
- Personal information of a person other than the poster.
- Comments from children under 13 cannot be posted in order to comply with the Children's Online Privacy Protection Rule (COPPA). By posting on a Borough media site, users acknowledge that they are at least 13 years old.

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

The Borough of West Leechburg reserves the right to deny access to Borough of West Leechburg social media sites for any individual, who violates this Policy, at any time and without prior notice.

**GENERAL DISCLAIMER:**

By visiting a Borough of West Leechburg social media site, you understand and agree that the West Leechburg Borough government site is provided "AS IS". The Borough of West Leechburg makes every effort to provide accurate and complete information on its website. The information contained on a Borough of West Leechburg social media site is not official nor in any way should it be deemed to constitute legal notice as is required by law. The information contained on any Borough of West Leechburg social media site is being provided for information purposes only.

THIS SOCIAL MEDIA POLICY WAS ADOPTED BY THE COUNCIL OF THE BOROUGH OF WEST LEECHBURG DURING A REGULAR MEETING HELD ON THE 9<sup>th</sup> DAY OF SEPTEMBER, 2020.

COUNCIL OF THE BOROUGH OF WEST LEECHBURG

  
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Gary Bell, President of Council