

RESOLUTION NO. 13-18

A RESOLUTION OF THE BOROUGH COUNCIL OF MILLERSBURG BOROUGH, DAUPHIN COUNTY, PENNSYLVANIA, SETTING AN OFFICIAL POLICY REGARDING USE OF SOCIAL MEDIA

BACKGROUND:

In order to keep up with the evolving nature of information dissemination, Millersburg Borough and the Millersburg Police Department have decided to utilize traditional Internet pages and social media sites in addition to print and broadcast media. The Borough Council of Millersburg recognizes that citizens are increasingly turning to these online forums to gather news and information.

The Millersburg Borough Council has sole discretion over what is posted on its main page, Facebook pages and any other social media forums it may elect to utilize. The Mayor of Millersburg may also exercise his or her discretion over posting on the Millersburg Borough Police Department's social media page(s). This policy establishes guidelines for the administration, implementation and maintenance of the Borough's various web presences.

SCOPE:

The approved uses of the Borough of Millersburg's social media page(s) are: 1) time-sensitive and emergency information and 2) as a communications/marketing tool which increases the Borough's ability to broadcast its messages to the widest possible audience.

The approved uses of the Millersburg Borough Police Department social media page(s) are: 1) time-sensitive and emergency information and 2) information that would otherwise be provided to the print and broadcast media as press releases.

As far as is practicable, messages broadcast via all Borough-controlled social media shall contain language that is similar to or the same as language that would be posted to the main Internet page and sent to the print and broadcast media.

PURPOSE:

The purpose of this policy is to provide guidelines and define the responsibilities for the creation and use of social media pages in order to convey information to its citizens. The intended purpose behind establishing social media pages is to disseminate information relating to the Borough and the Borough Police Department to its citizens.

POLICY:

1. All social media pages shall be considered an extension of the Borough's and Police Department's information networks and shall be governed by this policy.
2. The Borough Manager, at the discretion of and appointment by the Millersburg Borough Council, shall be in full charge and control of the Millersburg Borough social media pages, including the information posted on the page, in accordance with this policy. The Officer In Charge (OIC) of the Police Department shall, at the discretion of the Mayor of Millersburg, be in full charge and control of the Millersburg Borough Police Department social media pages, including the information posted on the page, in accordance with this policy.
3. The Borough Manager and OIC shall maintain the login information and passwords in a secure location to ensure only authorized personnel have access to the same. In the event other Borough representatives need to access and post certain information on the Borough's or Police Department's social media pages, including but not limited to information relating to emergencies, such individuals shall be specifically authorized by Council, Mayor, and/or the Manager prior to the posting of such information.
4. Whenever possible, links should direct users back to the Borough's or Police Department's official websites for more information, forms, documents or online services necessary to conduct business with the Borough and Police Department.
5. Information posted on the Borough's and Police Department's social media pages that is subject to the Record Retention Act and/or the Right To Know Law shall be properly retained at the Borough offices.
6. The social media pages shall clearly indicate that any articles and other content posted or submitted for posting are subject to public disclosure.
7. Information posted on the Borough's and Police Department's social media pages shall be related to official Borough or Police Department business.

TERMS OF USE:

The Borough and Police Department social media pages serve as an online information source focusing on Borough and Police issues, projects, news and events and is not intended as a public forum. However any communication received via social media shall be treated with the same urgency and level of importance as any other traditional means of communication, including in-person, mail, telephone, email and attendance at public meetings.

Due to the evolving nature of social media, state law and the advertising industry, the Borough Council recognizes that it may need to tailor "terms of use" statements to address the idiosyncrasies of the various types of social media.

The Borough and Police Department reserve the right to review public comments prior to posting if such a feature is included on a given social media site and to disable commenting as appropriate.

POSTING COMMENTS:

Regardless of the differences among the various social media platforms, the Borough Council hereby sets the following prohibitions on comments made by users of all borough-controlled social media sites.

- Spam (repeated and/or off topic messages) of any kind
- Commercial advertising
- Personal attacks
- Political activities
- Obscenity, vulgarity and pornography
- Comments deemed discriminatory based on race, gender, age, religion, national origin, physical or mental disability, sexual orientation, or gender identity
- Links to web pages that would cause harm to a computer, steal personal or financial information, or otherwise violate this policy
- Personal information about other people
- Copyrighted material
- Untrue statements posted maliciously
- Any other material deemed inappropriate by the Millersburg Borough Facebook Administrator and/or the Millersburg Borough Council

The Borough of Millersburg and the Millersburg Borough Police Department reserve the right to remove comments, block users, or take other similar action as allowed by the social media site in reaction to violations of this policy.

The Borough of Millersburg has the right at all times to disclose any information to satisfy any applicable law, regulation, legal process or governmental request; and to edit, refuse to post or to remove or to store any information or materials posted here. All information posted to the Borough's social media site shall be deemed a public record which the Borough may disclose without any prior notice to users.

PRIVACY POLICY/DISCLAIMER

Information Collected

Visitors to the Borough's Social Media page are not required to provide any personal information to view the page. However, Millersburg Borough may collect statistical information from visitors of the pages including but not limited to:

- Browser capabilities;
- Connection speeds;
- Time and date visited;
- Pages visited; and,
- Network location.

Submissions

Any data sent to the Borough or Police Department may be used by the Borough and Police Department and shared with third parties for reasons related to Borough and Police business. The Borough will not sell or share information for non-Borough related matters.

External Links

Any links that lead to pages outside of the control of the Borough and Police Department are provided as a service to the community and are not necessarily considered an endorsement by the Borough or Police Department. All links are made available to assist the Internet user in his or her search. The Borough is not responsible for the content or information collected on any such external links and/or sites.

Accuracy

The Borough of Millersburg and the Millersburg Police Department provide social media pages as a service to the community. Although the Borough and Police Department do their best to keep the pages current and provide accurate information, all information may not be completely accurate or up-to-date. The Borough and Police Department make no representations or warranties as to the accurateness of such information and/or the suitability of the information on its social media pages for a particular purpose, and to the extent individuals use or implement such information in their own setting, they do so at their own risk.

DULY ADOPTED this 22rd day of October, 2013 by the Millersburg Borough Council.

ATTEST:

MILLERSBURG BOROUGH COUNCIL

Ann Bowman Jackson
Secretary

Christopher A. Deitz
President of Council

(SEAL)

Facebook Policy

Borough of Millersburg

Terms of Use

Welcome to the Borough of Millersburg's Facebook Page. This page is intended to share information directly related to the borough government via posts by the borough's appointed Facebook administrator or his or her designee. Millersburg Borough welcomes comments and feedback on its postings; however, any comments must comply with the terms of use and the Borough of Millersburg's social media policy.

Complaints about individuals or private properties may be addressed directly to the administrator via a personal message. Such messages will be treated the same as any other communication with the Borough.

By commenting on this page, you agree to the Borough's posting policy. The following posts are not permitted under this policy and will be removed:

- Spam (repeated and/or off topic messages) of any kind
- Commercial advertising
- Personal attacks
- Political activities
- Obscenity, vulgarity and pornography
- Comments deemed discriminatory based on race, gender, age, religion, national origin, physical or mental disability, sexual orientation, or gender identity
- Links to web pages that would cause harm to a computer, steal personal or financial information, or otherwise violate this policy
- Personal information about other people
- Copyrighted material
- Untrue statements posted maliciously
- Any other material deemed inappropriate by the Millersburg Borough Facebook Administrator and/or the Millersburg Borough Council

Individuals who violate this policy shall be subject to removal from the Borough's friends list and blocked from further participation.

Users should be aware that this page is not constantly monitored and offensive comments may appear for hours or possibly days until flagged and removed by the administrator.

The Borough is not responsible for, nor does it endorse any advertising or other third party content that may appear on this page.

Please keep in mind that this is a public forum. Do not post personal information such as social security numbers. As with any public forum, you should be cautious about what information or opinions you elect to share. Be advised that this site constitutes a public record and any interaction may be disseminated to a third party without notification as required by open records laws. The Borough will not sell or profit from any information shared on this page.

The posts and comments expressed on this site by the members of the public do not reflect the opinions or endorsements of the Borough of Millersburg, its officers or employees. The Borough of Millersburg does not claim or assert any ownership interest in any of the material posted here by the public, but by your posting or submission of any materials on this site, you are granting the Borough of Millersburg a royalty free, non-exclusive and perpetual license to display it on this site and, in the Borough's sole discretion.

"Liking" or other connections between the Borough of Millersburg and another person/organization does not imply endorsement of that person/organization or that person/organization's actions or comments.

Any user may contact the Borough for a full copy of the Borough's social media policy.