Borough of Oakland
Bergen County, New Jersey

Resolution 15-102
Approve Social Media Policy

WHEREAS, the Mayor and Council of the Borough of Oakland desires to adopt a social media policy to establish enforceable rules and guidelines for the use of social media sites such as Facebook, YouTube and Twitter, and any other communication media that disseminate information to the public; and

WHEREAS, the Mayor and Council believe that the social media policy is necessary to expand and facilitate the dissemination of information from the Borough to its residents, taxpayers and the general public, while at the same time assuring that communications made on behalf of the Borough are properly authorized and in correct form; and

WHEREAS, specifically included in the social media policy is Facebook, YouTube, Twitter, the Borough's website, reverse 911 system, text and email alert system and the Public Education Government Channel; and

NOW, THEREFORE, BE IT RESOLVED, by the Mayor and Council of the Borough of Oakland as follows:

1. The Mayor and Council shall adopt the Social Media Policy in the form attached hereto.
2. This Social Media Policy shall apply to all municipal agencies and departments, employees and volunteers, as well as any affiliated government or non-

government agency, official or organization permitted by the Borough to post on Borough social media sites.

BE IT FURTHER RESOLVED that certified copies of this resolution shall be provided to: (i) all department and agencies of the Borough of Oakland; (ii) affiliated government or non-government organizations of the Borough of Oakland; (iii) Brian M. Chewcaskie, Borough Attorney.

Linda H. Schwager
LINDA H. SCHWAGER, MAYOR

ATTEST:

Lisa M. Duncan
LISA M. DUNCAN, BOROUGH CLERK

March 25, 2015
DATE ADOPTED

	Motion	Second	Ayes	Nays	Abstain	Absent
Coira		✓	✓			
Jensen	✓		✓			
Kulmala			✓			
Pignatelli			✓			
Talamini			✓			
Visconti						✓
Mayor Schwager						

SOCIAL MEDIA POLICY
BOROUGH OF OAKLAND, NEW JERSEY

PURPOSE

This policy sets forth guidelines for the establishment and use by the Borough of Oakland ("the Borough") of its social media sites (Facebook, YouTube and Twitter) 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 "spoken" on behalf of the Borough on its social media sites.

The purpose of this social media policy is to establish enforceable rules for the use of social media by Borough officers, employees and volunteers when engaged in Borough business. Social media at this time refers to Facebook, YouTube, Twitter, and any other communication that disseminate information to the public. Rules are necessary to assure that communications made on behalf of the Borough are properly authorized and in correct form.

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 Facebook, YouTube, and Twitter. For purposes of this policy, "comments" include information, articles, and pictures. It also includes other communication mediums created by the Borough including but not limited to its website, reverse 911 system, text and e-mail alert systems and the Public Education Government Channel.

SCOPE

This policy shall apply to all Municipal agencies and departments, employees and volunteers, as well as any affiliated government or non-government agency, official or organization permitted by the Borough to post on Borough social media sites.

GENERAL POLICY

The objective of the use of social media by the Borough or its departments is to expand and facilitate the dissemination of information from the Borough to its residents, taxpayers and the general public.

1. No Borough social media site shall be established without prior approval of the Borough Council. The following social media sites are approved under the direction of the Police Chief – Facebook, Oakland Police Department, and Oakland Office of Emergency Management. The Borough social media sites shall be administered by the Borough Administrator and/or his/her designee.
2. The Borough social media sites shall clearly set forth that they are maintained by the Borough and that they follow this Social Media Policy.
3. Wherever possible, the Borough social media sites should link back to the official Borough website for forms, documents, online services and other information necessary to conduct business with the Borough.
4. The Borough social media sites are not to 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 notices of claim. Prominent notice of this paragraph shall be displayed on every Borough social media site, along with the appropriate contact information for submitting official communications.
5. This social media policy shall be placed on the Borough Website and all Borough social media sites.
6. The Borough Administrator and/or his/her designee shall monitor Borough social media sites to ensure adherence to both this Social Media Policy and the interest and goals of the Borough. The Borough has the right and will 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 will be retained by the Borough Administrator and/or her/her designee pursuant to the applicable Borough retention policy, including the time, date and identity of the poster, when available.
7. These guidelines must be displayed to users or made available by hyperlink.

8. The Borough will approach the use of social media tools as consistently as possible, Borough-wide.
9. The Borough website at www.oakland-nj.org. will remain the Borough's primary and predominant internet presence.
10. Employees and Volunteers representing the Borough's government via its social media sites shall conduct themselves at all times as a representative of the Borough and in accordance with all its policies especially the Borough of Oakland Communication Media Policy for employee behavior in the Borough of Oakland Personnel Manual.
11. This Social Media Policy may be revised at any time by approval of the Borough Council.
12. This policy governs all social media use by or on behalf of the Borough and/or its departments.
13. The Borough shall have a single municipal presence on social media approved for use, and a Borough Police Facebook page and a Borough Office of Emergency Management Facebook page. No other social media sites are authorized.
14. All Borough presence and activity on social media are an integral part of the Borough's information networks and must comply with all rules and policies governing the Borough's computers and electronic media, including but not limited to the applicable JIF Municipal Internet Access and Use Guidelines.
15. All Borough use of social media is responsible for complying with applicable federal, state, and county laws, regulations, and policies. 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 Municipality.
16. All Municipal policies are applicable to interactions on social media sites when acting in an official capacity and representing the Municipality.
17. No "friending" or other special relationship between a Borough employee and a third person is permitted on Borough social media site(s).

COMMENT POLICY

The intended purpose behind establishing the Borough social media sites is to disseminate information from the Borough about the Borough to its residents, employees and visitors. For certain events or incidents the Borough may, at its discretion, allow the posting of comments. As a public entity the Borough must abide by certain standards to serve all its constituents in a civil and unbiased manner. The following rules shall apply.

1. A comment posted by a member of the public on any Borough 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, nor do such comments necessarily reflect the opinions or policies of the Borough.
2. Any attempt to hack of otherwise compromise the Borough's internet or social media sites will be reported to law enforcement and the perpetrator will be denied access to the sites.
3. The Borough reserves the right to deny access to its social media sites for any individual who violates the Borough of Oakland Social Media Policy at any time and without prior notice.
4. All comments posted to any Borough sites are bound by any applicable terms and conditions of Facebook's Statement of Rights and Responsibilities, located at http://www.facebook.com/terms.php, and the Borough 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 responsible action. All Borough policies are applicable to interactions on social media sites when acting in an official capacity and representing the Borough.
5. All comments posted to any Borough sites are bound by any applicable terms and conditions of Twitter's Terms of Service, located at https://twitter.com/tos, and the Borough reserves the right to report any violation of Twitter's Terms of Service to Twitter with the intent of Twitter taking appropriate and reasonable responsible action. All Borough policies are applicable to interactions on social media sites when acting in an official capacity and representing the Borough.
6. All comments posted to any Borough sites are bound by any applicable terms and conditions of YouTube's Terms of Service, located at https://www.youtube.com/t/terms, and the Borough reserves the right to report any violation of YouTube's Terms of Service

to YouTube with the intent of YouTube taking appropriate and reasonable responsible action. All Borough policies are applicable to interactions on social media sites when acting in an official capacity and representing the Borough.

7. No Borough employee, Borough elected official, vendor performing work or providing services to the Borough, or volunteer may comment on a Borough social media site.
8. Persons posting prohibited content are subject to being barred from posting comments on Borough social media.

PROHIBITED CONTENT

Comments containing any of the following inappropriate forms of content shall not be permitted on the Borough's social media sites and are subject to removal and/or restriction by the Borough Administrator and/or Chief of Police and/or his/her designees.

a. Profane, obscene, violent, or pornographic content and/or language, or sexually suggestive or explicit content links to such materials. Any image or link containing minors or suspected minors in sexual and/or provocative situations will be reported to law enforcement;
b. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin, marital status, status with regard to public assistance, physical or mental disability or sexual orientation;
c. Defamatory attacks;
d. Threats to any person or organization;
e. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
f. Conduct in violation of any federal, state or local law;
g. Encouragement of illegal activity or illegal activity;
h. Information that may tend to compromise the safety or security of the public or public systems;
i. Content that violates a legal ownership interest, such as a copyright, of any party the Borough does not permit or allow copyright infringing activities and/or infringement of intellectual property rights on its website or social media sites and will remove

any and all content and submissions if properly notified that such content and/or submission infringes on another's intellectual property rights;

j. Private contact information such as names, addresses and phone numbers no matter how easily obtained elsewhere; Personal information of a person other than the poster;

k. Spamming or repetitive content;

l. Comments from children under 13 cannot be posted in order to comply with the Children's Online Privacy Protection Act. By posting on a Borough media site, users acknowledge that they are at least 13 years old. Parents are responsible for any minor child's posting or comments;

m. Content that incites violence;

n. Photographs or videos;

o. Comments unrelated to the particular post being commented upon;

p. Comments containing vulgar, offensive, threatening, or harassing language, personal attacks, or unsupported accusations; and,

q. Persons posting prohibited content are subject to being barred from posting comments on Borough social media.

BREACH OF POLICY

1. The Borough Administrator or Chief of Police and/or his/her designee may be required to remove internet postings on Borough social media sites which are deemed to constitute a breach of Policy, as determined by the Borough Administrator or Chief of Police subject to applicable archiving and retention requirements.
2. Any social media site created by the Borough remains the property of the Borough. If the person who created the site leaves the employment of the Borough, they must relinquish everything related to the site including user names, passwords and/or access codes or information.

TERMS OF USE DISCLOSURES ***(to be posted on all Borough Social Media Sites)***

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