COLLEGE TOWNSHIP, CENTRE COUNTY
PENNSYLVANIA

SOCIAL MEDIA POLICY A-013
Approved October 20, 2016

College Township (The Entity) Public Relations and Social Media Policy

Purpose:

The primary purpose of this policy is to set forth guidelines for the establishment and use by College Township of all social media sites as a means of conveying township-related information to its residents, employees and visitors. This policy is also intended to provide an expectation framework for visitors of any College Township social media site.

Examples of social media include Facebook, Twitter, Instagram, YouTube, LinkedIn, SnapChat, RSS feeds, and blogs. For purposes of this policy, “comments” include links, information, articles, and pictures.

Scope:

This policy shall apply to all municipal departments, as well as any affiliated government or non-government agency, official and/or commission or council permitted by the Township to officially post on College Township social media sites on its behalf.

General Policy:

- These guidelines must be displayed to users or made available by hyperlink.

- The College Township website at www.collegetownship.com will remain the primary and official internet presence for information.

- Township social media sites and this policy are subject to all applicable federal and PA laws and regulations, as well as applicable record-retention requirements.

- Employees who are authorized to represent the Township via its social media sites must conduct themselves at all times as a representative of the Township and in accordance with all of its policies and the College Township Employee Handbook, when applicable.

- This Social Media Policy may be revised at any time by the Township Manager.
Public Relations & Information:

- Although the Township does not copyright its content, proper attribution for any content reproduced in any public forum or news publication must be given to the Township, unless otherwise waived by the Township Manager.

- Following any Grand Opening announcement, unless there is a change of ownership, the Township cannot promote that business. This is done to keep a level playing field among all competing businesses. The lone exception to this guideline is if the business or sponsored endeavor is used to promote a non-profit or non-political fundraising/charity event.

- College Township reserves the right to disqualify any photographs containing unauthorized images of children, Township employees, board members or other officials in order to prevent preferential treatment to any one person or group.

- College Township maintains a strict policy of not responding to comments/posts made, where permitted, by visitors on Township social media sites. General inquiries, comments, communications and service requests should be submitted directly to the Township.

Social Media:

The sole purpose of social media sites used by the Township is to present information concerning College Township and its government to its residents, businesses and visitors. Please note these are moderated online discussion sites and not a public forum. The Township’s social media sites are not meant for comments that do not relate to the purpose or topic posted. User comments, where permitted, should directly relate to the comments posted or displayed by the Township on its sites, and the sites are not meant for comments that do not relate directly to the purpose or topic established by the Township. College Township maintains a strict policy of not replying to comments/posts made, where permitted, by visitors on Township social media sites. General inquiries, comments, communications and service requests should be submitted directly to the Township.

The information on the Township’s social media sites does not constitute the official record of any department or entity within the Township. To request official records, you must contact the Township at (814)231-3021. Comments, media, or other information posted to or displayed on the sites are subject to monitoring and review at any time. Users of the site(s) should have no expectation of privacy with respect to any such comments, media or other information.
College Township Policy A-013
Social Media
October 20, 2016
Page 3 of 4

College Township disclaims all responsibility and/or liability for any materials the Township deems inappropriate that cannot be removed in an expeditious and otherwise timely manner. Although College Township will not edit or re-write comments or posts in any forum, it reserves the right to delete submissions that contain:

- Vulgar, profane, violent or obscene language;
- Defamatory or disparaging content;
- Conduct in violation of any federal, state or local law;
- Sexual content or links to sexual content;
- False, misleading or deceptive information or media;
- Personal attacks or threatening or harassing activity of any kind;
- Clearly off-topic comments, and/or comments not related to the original topic, including random or unintelligible comments;
- Spam or links to other sites of any nature;
- Comments or content that constitutes, promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, genetics, status with regard to public assistance, national origin, physical or intellectual disability or sexual orientation, or any other classification protected by applicable federal, state, or local law or regulation;
- Any comment that advocates or encourages illegal activity;
- Promotion of particular services, commercial transactions, products, or political organization;
- Opposition or promotion of any person campaigning for election to a political office;
- Non-public information concerning securities, or that constitutes insider-trading or forward looking statements;
- Infringement on intellectual property, or legal ownership interest of any other party;
- Personally identifiable or protected medical or personal information;
- Information that may compromise the safety, security or proceedings of the public or public systems, or any criminal or civil investigations; and/or
- Comments that do not directly relate to the information or comments posted or displayed by College Township on its site(s).

The foregoing is an incomplete list; and, College Township reserves the right to delete any post, media, or material from the sites at any time and for any reason at its sole discretion. College Township also reserves the right to block comments from users who violate the above rules. Users also must comply with all Terms of Use established by the internet service providers.

Breach of Policy:

Any social media site created by a Township employee, Township official and/or Township entity and/or commission remains the property of the Township, including all followers, ‘Likes’ and ‘Friends’ generated by the site. If the person who created the site leaves the employment of
the Township, or leaves a Township commission, they must relinquish everything related to the site including user names, passwords, and/or access codes or information.

Terms of Use Disclosure:

College Township government makes every effort to provide accurate and complete information on its website. 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 College Township government.

Portions of the information on the site may be incorrect or not current. College Township government, 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.

This policy is subject to amendment or modification at any time.

Duly Approved and Enacted this 20th day of October, 2016.

[Signature]
Manager/Secretary Adam T. Brumbaugh

Approved by College Township Manager
October 20, 2016

1st Revision ________________
2nd Revision ________________
3rd Revision ________________