



## **MEDIA BOROUGH DIGITAL COMMUNICATIONS POLICIES**

Media Borough Digital Communications include, but are not limited to, the following communication channels:

- Media Borough Website
- Borough Approved Social Media Sites
- Emails: special announcements and monthly eNewsletter

The Borough's Digital Communication channels are for the purpose of advancing the Borough's governmental objectives and are not intended to be a public forum.

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### **BOROUGH OF MEDIA WEBSITE POLICY MARCH 2022**

The purpose of the Media Borough website is to promote the programs, services, policies, and objectives of the Borough. This policy specifically addresses links and informational announcements on the site.

The Borough's website contains links to other sites, which allow site users to leave the Borough's site. The Borough cannot and does not make any representation about these sites or the materials and/or information available there. The fact that the Borough made these links available is not an endorsement or recommendation by the Borough of any of these sites.

Media Borough respects the value of providing contact information to community resources. When organizations make an official request to the Borough for inclusion on the Borough website, municipal staff will review the request to determine its relevance and appropriateness. The following criteria will be used to decide whether to grant requests for links to and announcements for outside agencies to be placed on the Borough website.

#### **Media Borough will Consider Providing Links and Announcements for:**

- Federal, State, or local governmental agencies as well as other websites maintained by or on behalf of international, national, state, regional, or local governmental or public educational agencies
- Non-profit groups of which the Borough is a member, or which directly support the mission of the Borough by providing resources for the fulfillment of Borough services
- Organizations that receive direct financial support from the Borough
- Organizations that provide a public service to the community with regard to emergency information, public safety information, and/or public health information

- Community non-profit charitable, educational, recreational, scientific, or cultural organizations
- Public and private utility service companies
- International, national, state, regional or city professional organizations at the discretion of the departments whose activities pertain to such professions
- Information provided by departments that pertain to the areas of knowledge the departments are involved in or have knowledge of
- Promoting the economic development and health of the Borough

**In Keeping with its Government Purpose, Media Borough Will Not Provide Links Or Announcements for:**

- Commercial enterprises or non-profit organizations, unless they fit any of the criteria stated above
- Religious-affiliated sites, in order to avoid the appearance of Borough endorsement of any religious related content
- Political campaign information or endorsements, or sites that are associated with, sponsored by, or serving a candidate for elected office, any political party or organization supporting or seeking to defeat any candidate for elective office or any ballot proposal
- Advocacy organizations and political organizations or other organizations advocating a local, state, or federal issue
- Agencies, organizations, and companies sponsoring or otherwise participating in Borough activities as related to that Borough activity. Though no link is permitted, these donors may be acknowledged through a display of their names, logos or other information
- Promotion of illegal materials or information
- Individual or personal homepages

The Borough reserves the right to refuse to post any website links or to delete links already posted at any time, in conformance with this policy, without notice.

**Removal Process**

Links from Media Borough website will be reviewed regularly and may be removed for the following reasons:

- The link no longer points to the original information or resources to which it was intended to point
- The information pointed to by the link is inaccurate, misleading or otherwise violates the criteria and requirements set forth above
- Access to the information has become difficult due to non-standard formatting, lengthy download times, or intrusive advertising
- The link is permanently unreachable or remains unavailable for a lengthy period, especially if we are unable to contact the site manager about the site's status
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**Reciprocal Links**

Media Borough does not enter into reciprocal link agreements. The Borough provides links to sites that are consistent with this policy. The creation of a link to an outside site does not obligate the site owner to provide a link back to the Borough, but the owner may do so.

**Authority Of Manager**

The Borough Manager is authorized to order removal of material from department websites, which is noncompliant with these adopted guidelines.

**BOROUGH OF MEDIA  
SOCIAL MEDIA POLICY  
MARCH 2022**

**Social Media Policy Contents**

- Section 1: Introduction
- Section 2: Objectives
- Section 3: Purpose
- Section 4: Outline of Terms
- Section 5: Definitions

**Section 1: Introduction**

The Social Media Policy establishes a Borough-wide framework for procedures regarding the use of a Social Media Profile created for the purpose of disseminating information to the Media Borough community. This policy addresses authorization, responsibilities and content guidelines for a Borough-created Social Media Profile and is applicable to the Social Media Profile established by Media Borough. This policy is not meant to address one particular form of social media, rather social media in general, since advances in technology will occur and new tools will emerge.

The utilization of social media by the Borough for the purpose of disseminating information will provide accurate and timely updates to the public, help build a sense of community and potentially engage new audiences. Media Borough recognizes that this type of communication method is influenced by the growth and success of social media use by other local, state and federal government entities as an indication that social media may be used effectively to enhance the sharing of information with the public.

When managed effectively, social media is a useful tool to build and maintain strong relationships with the online community, advertise services, programs, events, and reach followers with valuable up to the minute news and emergency notifications. Along with its official website, [www.Mediaborough.com](http://www.Mediaborough.com), Media Borough can utilize social media to convey information quickly to as many online community members as possible.

**Section 2: Objectives**

The first objective of the Social Media Policy is to address the fast changing landscape of the internet and the way the public obtains information. Media Borough intends to create accounts on Social Media Sites in order to reach a broader audience as quickly as possible. Media Borough supports the use of Social Media Profiles to extend the reach of information and further meet the mission and goals of the Borough.

The other objective of the Social Media Policy is to define the guidelines of Borough Social Media Profiles including general procedures and procedures during emergency situations.

The objectives of a Borough Social Media Profile must fall into three basic categories:

1. Provide time sensitive or emergency information as quickly as possible.

2. Provide information about basic Borough services and upcoming events related to Borough government.
3. Promote information about Media Borough to the widest possible audience.

### **Section 3: Purpose**

The main purpose of the content provided within a Social Media Profile is to inform the public of issues, policies, projects, news, events and emergency situations of Media Borough in terms of the government and its related departments. The Borough Social Media Profile is not intended to be, and was not established in any way to create a public forum. The Borough Social Media Profile may supplement, but not replace the Borough's required notices and standard methods of communicating information.

It is understood that the Social Media Policy may evolve as a natural by-product of the constantly changing industry and as new forms of social media are realized. Media Borough may adapt to the newest uses and functions of available social media and these guidelines may evolve as they are being carried out. The Social Media Policy and its definitions are outlined for the purpose of guiding Media Borough, assigned personnel, and its governing body (Media Borough Council) throughout the implementation of its social media strategies and marketing. Broad guidelines are offered in this policy to serve as a framework for the use of Social Media Profiles within social media by Media Borough.

### **Section 4: Outline of Terms**

Use of a Social Media Site shall conform to the policies contained herein:

#### **1. General Policy**

- 1.1. Media Borough's official website at [www.Mediaborough.com](http://www.Mediaborough.com) will remain the Borough's primary means of internet communication.
- 1.2. The Borough Social Media Profile must be identified using a consistent, uniform item or verbiage to maintain the fact that it is an approved, official Media Borough Social Media Profile and bear the name and/or official logo of the Borough.
  - 1.2.1. In order to clearly identify an approved Borough Social Media Profile, it must include the following statement where possible: "This profile is maintained by Media Borough and complies with the approved Social Media Policy. This site may contain content including ads or hyperlinks placed by the Social Media Site's owners or their vendors, over which Media Borough has no control. Their appearance does not indicate an endorsement or approval by Media Borough. Media Borough is not responsible for comments made by and posted by the public (should they occur) and if they are expressed on this site, they do not reflect the opinions of Media Borough. Media Borough Social Media Profiles are not intended to be, or were established in any way to create, a public forum. If this occurs against the control of Media Borough, comments will be removed immediately and users may be blocked or the profile may be disabled."
- 1.3. The Borough Social Media Profile shall link back to the Borough's official website, as possible, for forms, documents, online services, and other information as necessary and as possible.

- 1.4. Participation in social media is on a voluntary, as needed basis at the will of the Borough.
- 1.5. The Borough Social Media Profile may contain content, including but not limited to, advertisements or hyperlinks placed by the Social Media Site's owners or their vendors, which the Borough has no control over. Media Borough and the Borough Council do not endorse any hyperlink or advertisement placed on a Borough Social Media Profile by the Social Media Site's owners or their vendors.
- 1.6. Media Borough reserves the right to terminate any Borough Social Media Profile at any time without notice.
- 1.7. The Account Manager is responsible for auditing use of social media by various departments and enforcing compliance with the Social Media Policy.
- 1.8. Violation of any policies or procedures as stated in this policy may result in the removal of the Borough Social Media Profile from the host Social Media Site and may result in other forms of discipline as necessary.

## **2. Registration of Accounts**

- 2.1. The Borough Manager must approve the establishment of a proposed Borough Social Media Profile.
  - 2.1.1. The established Social Media Profile must be registered through use of the Social Media Profile Application [see Appendix 1], which will be kept on file with the Account Manager following approval or denial. This information will be shared with other assigned Account Users as determined by the Borough Manager.
- 2.2. The Account Manager who is authorized to monitor and update the Borough Social Media Profile will do so on behalf of all Borough Departments.
  - 2.2.1. The Account Manager must ensure the adherence to the Social Media Policy as related to the specific profile for appropriate use and message consistency with the goals of the Borough and this policy.
  - 2.2.2. The Account Manager and/or any Account Users representing Media on the Borough Social Media Profile must conduct him or herself at all times as a professional representative of the Borough and in accordance with all policies acting in the best interests of the Borough.
- 2.3. The responsibilities of the Account Manager include, but are not limited to:
  - 2.3.1. Ensuring the Social Media profile adheres to the Social Media Policy.
  - 2.3.2. Establishing appropriate and relevant content.
  - 2.3.3. Removal and monitoring of comments.
  - 2.3.4. Blocking users if needed.
  - 2.3.5. Deactivation of accounts as necessary.
- 2.4. The Borough Social Media Profile must utilize authorized Borough contact information for account set-up, monitoring, and access. The use of personal email accounts or phone numbers is not permitted for the purpose of setting up, monitoring, or accessing the Borough Social Media Profile.
  - 2.4.1. Password information shall be registered and recorded on the Social Media Profile Application and only shared with the Account Manager and/or additional Account Users. The account password shall be reset

when an employee is no longer filling the role of Account Manager or Account User.

- 2.5. The Account Manager and/or any Account Users for the Borough Social Media Profile shall review, be familiar with, and comply with the Social Media Site's use policies and terms and conditions.

### 3. **Content Guidelines**

- 3.1. Each Borough Department is responsible for establishing and maintaining content related to their Department and submitting the information to the Account Manager and/or Account Users to be posted within the Borough Social Media Profile unless the Department has an Account User.
- 3.2. The Account Manager or Account User who is posting content to a Borough Social Media Profile must not express his or her personal views or concerns. Postings on the Borough Social Media Profile shall only reflect the specific communications of the Borough. The Account Manager or Account User goals shall be in line with basic objectives outlined in this policy.
- 3.3. All content should be appropriate for all ages.
- 3.4. Information, photos, videos, or other content that will reflect negatively on the Department or the Borough is strictly prohibited.
- 3.5. The content of the Borough Social Media Profile shall only pertain to Borough-sponsored or Borough-endorsed programs, services, events and/or notifications.
- 3.6. Postings and public comments to the Borough Social Media Profile shall not contain any of the following:
  - 3.6.1. Comments in support of, or opposition to, political campaigns, candidates or ballot measures.
  - 3.6.2. Profane language or content.
  - 3.6.3. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, or status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
  - 3.6.4. Sexual content or links to sexual content.
  - 3.6.5. Gambling or related content.
  - 3.6.6. Conduct or encouragement of illegal activity.
  - 3.6.7. Information that may compromise the safety or security of the public or public systems.
  - 3.6.8. Solicitations of commerce (unless deemed as a benefit for Borough sponsorship).
  - 3.6.9. Content that violates a legal ownership interest of another property.
  - 3.6.10. Religious content.
- 3.7. Media Borough reserves the right to restrict, remove, or hide any content, block communication(s) and/or users and disable/terminate a Social Media Profile at any time that is deemed in violation of this Social Media Policy.

### **Section 5: Definitions**

- **Social Media** – A category of Internet-based resources that integrate user-generated content and user participation. This includes, but is not limited to: social networking sites

(Facebook, Google+), microblogging sites (Twitter, Tumblr), photo- and video sharing sites (Flickr, YouTube, Snapchat), wikis (Wikipedia), blogs and news sites (Digg, Reddit).

- **Social Media Site** – In general, a website created for the purpose of publishing, sharing content, and interacting online with others – please note a Borough Social Media Profile, created within Social Media Sites are not intended to be, or will be established in any way to create an interactive or public forum. Social Media Sites allow users to create profiles and share information with others who access the profile.
- **Borough Social Media Profile** – The Social Media Profile that the Borough establishes and maintains within a Social Media Site. The Borough has full control over all postings, content, links and information with the exception of advertisements or hyperlinks posted by the Social Media Site owners, vendors, or partners as a means of advertising products and services unrelated to the Borough. Media Borough is not responsible for their appearance and they do not indicate an endorsement or approval by Media Borough.
- **Account Manager** – IT Coordinator will serve as the Account Manager, the designated publisher and manager of every Borough Social Media Profile. This Account Manager, on behalf of all Borough Departments, will establish and maintain each Social Media Profile. Borough Departments are responsible for submitting information to the Account Manager to be added to the Social Media Profile. The Account Manager is responsible for the updating and monitoring of the Social Media Profile and ensuring the Social Media Site adherence to the Social Media Policy and all other assigned responsibilities.
- **Account Users** – Additional Account Users may be assigned for updating and posting to a Social Media Profile if the Social Media Site allows. If the Social Media Site allows only one user, that user will always be the Account Manager. Borough Departments will recommend Account Users to the Account Manager. The Account Manager will train and qualify every Account User. The Account User will be added to the Social Media Site upon final approval of the Borough Manager. Account Users will be responsible for publishing and managing each Borough Social Media Profile the Account User is assigned to, in cooperation with the Account Manager.
- **Page** – The specific portion of a Social Media Site where content is displayed and managed by the Account Manager or Account Users.
- **Posts** – Information, articles, pictures, videos, notifications or any other form of content published within the Borough Social Media Profile. Terms from each Social Media Site may vary. These include, but are not limited to: Post, Text, Tweet, Update or Publish.

**BOROUGH OF MEDIA  
MONTHLY ENEWS EMAIL POLICY  
MARCH 2022**

**The Media Borough Monthly eNewsletter**

Media Borough's monthly digital newsletters are posted on the borough website and emailed to over 2,000, as well as to more than 30,000 contacts via social media, to date. They are released electronically on the Wednesday following the monthly borough council meeting. The deadline for submissions is generally 3 weeks in advance.

**Policy on announcements, news and/or event notice submissions**

As a service to the public, the borough includes timely submitted community event announcements from Media Borough community organizations which meet certain guidelines:

- The community organization must be a registered 501c3 non-profit based in the Borough of Media or the community organization must meet the Media Borough website criteria allowing links and/or announcements:
  - Federal, State, or local governmental agencies as well as other websites maintained by or on behalf of international, national, state, regional, or local governmental or public educational agencies
  - Non-profit groups of which the Borough is a member, or which directly support the mission of the Borough by providing resources for the fulfillment of Borough services
  - Organizations that receive direct financial support from the Borough
  - Organizations that provide a public service to the community with regard to emergency information, public safety information, and/or public health information
  - Community non-profit charitable, educational, recreational, scientific, or cultural organizations
  - Public and private utility service companies
  - International, national, state, regional or city professional organizations at the discretion of the departments whose activities pertain to such professions
  - Information provided by departments that pertain to the areas of knowledge the departments are involved in or have knowledge of
  - Promoting the economic development and health of the Borough
- Community organization announcements that violate any of the social media policies of Media Borough will not be published.
- Announcements may be omitted from the monthly eNewsletter due to space restrictions or at the discretion of the Media Borough Council.

Approved community organizations will receive a half column space in the events section of the monthly eNews and will include a link back to their site. Each submission will also be featured once on the Media Borough social media sites.

eNews submissions from approved community organizations must include the basic details about the event (what, where, when, how, who to contact for info) and a link back to the organization's website for more information.