

COVERT TOWNSHIP SOCIAL MEDIA POLICY

The following policy shall not replace or supersede any contract, collective bargaining agreement, or any existing adopted policy unless explicitly set forth in writing.

Purpose

The purpose of this Social Media Policy ("Policy") is to establish guidelines and practices for the use and management of the Township of Covert ("Township") social media outlets. The Township's use of social media is to augment and enhance our established print, signage and web communications with the public, our vendors and constituents. The Township has a vested interest and high expectations when it comes to the messages, content and media posted to our various social media outlets by its employees and officials.

2. Definitions

"Social Media" - All websites, online tools and interactive communication technologies that allow users to interact with one another to share information, opinions, knowledge, photos and interests.

"Posts" – Information, articles, pictures, videos or any form of communication posted to a publically accessible social media outlet. Posts can refer to information provided by the Township or information posted to our sites via public interaction.

3. General Policy

3.1 The Township's official webpage, www.coverttwp.com is and will remain the primary electronic means of communication to the public. Content will be updated by the clerk or designee.

3.2 The creation of additional social media sites are subject to approval by the Township Board. Upon approval, all new social media sites will be branded and bear the name of the Township and its official logo(s) and have a designated administrator.

3.3 All social media sites should state that they comply with the Township's social media policies.

3.4 All links for documentation, forms and other downloadable content should be directed to the Townships official website www.coverttwp.com.

3.5 The Township Board reserves the right to revoke administrative privileges and/or social media sites at any time without notice.

3.6 All Township social media sites shall comply with each social media site provider's policies.

3.7 All Township social media sites shall comply with local, state and federal laws regulation and policies.

3.8 All Township social media site content is considered public record. All content that is related to Township social media sites including posts, subscribers, and private message communication are to be considered public records.

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3.9 All employees that represent the Township in an online role shall conduct themselves in the utmost professional manner.

3.10 All Township social media sites shall only utilize official contact information, including email and phone numbers. Personal contact information of employees or Township officials shall not be used.

3.11 The Township Board has the right, in writing, to amend, modify or change this policy at any time.

4. Content Guidelines

4.1 The Township shall have ownership and/or full permission to non-owned content including digital photographs and videos posted on its social media sites.

4.2 Any employee or Township official that has access to content and posts on social media sites shall review and comply with the Township's social media policies terms and conditions.

4.3 Any employee or Township official that has permission and rights to post on the Township's social media sites shall never express personal views, concerns or opinions in any post. All posts should only reflect the duly adopted views of the Township.

4.4 All posts from the Township shall contain information that is freely available and public and never contain confidential information regarding the Township. Posts may not contain any personal information except employee names. If unsure of the appropriateness or legality of a post, consult with the Township Supervisor.

4.5 Township social media posts must comply with the following:

4.5.1 Content shall be neutral and shall not promote or foster discrimination based on race, creed, color, age, religion, gender, marital status, national origin, physical or mental disability, sexual orientation or any category that is protected by federal, state or local laws;

4.5.2 Content shall not contain any sexual language. Links to such content is strictly prohibited;

4.5.3 References to illegal activity is prohibited.

4.5.4 Copyrighted material or intellectual property of anyone other than the person who posted the content is prohibited without permission.

4.5.5 Profane or vulgar language is prohibited.

4.5.6 Political comments either for or against campaigns, office holders or candidates is prohibited.

5. Miscellaneous

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5.1 Deletion of posts that violate section 4.5 of this policy shall be approved by the Township Supervisor or a board member designated by the Supervisor. The Supervisor or designee shall document the post by taking a screen shot and writing a small synopsis of why the post was removed prior to deleting it. Posts that contain criticism of the Township do not fall under the deletion policy.

5.2 The Township reserves the right to add or remove services and functionality of any or all social media sites at any time.

5.3 These social media policies shall be made available on the Township's website.

5.4 Any content that has been removed based on these policies shall be documented with date, time and identity of both the Township employee/official and person that made the post/comment/message and recorded at the Township.

6. Personal Use of Social Media

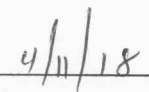
6.1 Personal Social media activities are discouraged. Media posts should not interfere with work commitments. Township employees and officials have no reasonable expectation of privacy when using Township owned or provided devices or networks. The Township reserves the right to monitor use of its devices or networks, including but not limited to internet access and social media use.

6.2 Township employees and officials are personally responsible for the content they publish on any form of media. Any images taken by an employee or official in the course and scope of their duties are the sole property of the Township. This includes any images taken inadvertently with a personal camera, cell phone camera, or any other digital imaging device. Unauthorized use of Covert Township logos, related photos, or videos are strictly prohibited.

This policy was adopted by the Covert Township Board of Trustees on April 10, 2018.



Daywi Cook, Covert Township Clerk



Date