

## **SOCIAL MEDIA POLICY – TOWNSHIP OF ELSINBORO, COUNTY OF SALEM, NEW JERSEY**

### **PURPOSE**

1. This policy sets forth guidelines for the establishment and use by the Township of Elsinboro, County of Salem ("the Township") of its social media sites as a means of conveying Township-related information to its residents, employees and visitors. The Township has an overriding interest and expectation in deciding what is "spoken" on behalf of the Township on its social media sites. The purpose of Township social media is to communicate information of interest to the public. The goal of posting is to provide information of interest to the public concerning the functions, activities, programs and information, as well as sharing news items of interest when these items pertain specifically to local government governing. The Township welcomes responses by the public via, email, letter, or telephone call.

The purpose of this social media policy is to establish enforceable rules for the use of social media by authorized Township officers and employees when engaged in Township business. Social media at this time refers to a variety of online sources that allow people to communicate, share information, share photos, share videos, share audio, and exchange text and other multimedia files with others via some form of online or cellular network platform. . Examples include but are not limited to Facebook, YouTube, Twitter, LinkedIn, YouTube, Nextdoor and Instagram. This policy is adopted by the Township to ensure that social media communications made on behalf of the Township are authorized; that communications to the municipality by means of social media which can be viewed by the public are appropriate, authorized and pertinent.

### **DEFINITIONS**

1. "Social media" is a variety of online sources that allow people to communicate, share information, share photos, share videos, share audio, and exchange text and other

multimedia files with others via some form of online or cellular network platform.

2. “Township social media” means pages, services or feeds established and maintained by authorized personnel on behalf of the Township, through which content of community interest is provided to the general public. Township social media sites shall supplement, not replace, the Township’s required notices and traditional methods of communication.
3. “Host Site” means the social media platform hosting the Township Social Media, such as Facebook or Instagram for example.

## **SCOPE**

This policy shall apply to all Municipal agencies and departments as well as any affiliated government agency or official and/or commission or committees permitted by the Township to post on Township social media sites.

## **GENERAL POLICY**

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

1. No Township social media site shall be established without prior approval of the Township Committee. The social media sites listed below are authorized and approved. The Mayor, the Emergency Management Coordinator and Municipal Clerk shall be assigned “Administrator” rights to all Township pages.

A. The following social media sites are approved as Township Social Media pages:

Facebook: Elsinboro Township OEM  
(<https://www.facebook.com/profile.php?id=61576908120207#>)

B. The forgoing “administrators” are referred to herein as Social Media Managers.

2. The Township social media sites shall post the following:

“This page is an official social media site of the TOWNSHIP OF ELSINBORO, COUNTY OF SALEM and it is intended to serve as a mechanism for communications about the Township, by the Township, to the public. This page is maintained by the TOWNSHIP OF ELSINBORO, COUNTY OF

***Township of Elsinboro  
Social Media Policy Aug 4, 2025***

SALEM and follows the TOWNSHIP OF ELSINBORO, COUNTY OF SALEM Social Media Policy (adopted Aug \_\_\_\_ 2025)."

3. A link to this policy shall be posted on all Township Social Media.
4. The Township social media sites shall link back to the official Township website for forms, documents, online services and other information necessary to conduct business with the Township.
5. The Township social media sites shall not be used by the public for making any official communications to the Township, 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 Township social media site, along with the appropriate contact information for submitting official communications.
6. This social media policy shall be posted on the Township Website and all Township social media sites.
7. The designated Township Social Media manager as identified above and/or his/her designee shall monitor Township social media sites to ensure adherence to both this Social Media Policy and the interest and goals of the Township. The Township 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 Township Clerk and/or her/her designee pursuant to the applicable Township records retention policy, including the time, date and identity of the poster, when available.
8. The Township Social Media sites shall not permit comments on its social media sites. Users who wish to provide feedback, ask questions or seek information will be directed to send an email or other form of communication to the site administrator. Any instant message, private message or other message sent through social media to the site administrator shall be responded to by an auto reply which shall state "We appreciate your message. Please note that this account is not

*Township of Elsinboro  
Social Media Policy Aug 4, 2025*

actively monitored for inquiries. For assistance, kindly contact us directly at muclerk@ElsinboroTownship.com or call us at (856)-935-2200 \_\_\_\_\_. We look forward to helping you!"

9. The Township website at <https://elsinborotownship.com/> will remain the Township's primary and predominant internet presence.

10. The Township social media sites and this Policy are subject to all applicable federal and NJ laws and regulations, as well as applicable record retention requirements. 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.

11. The Township disclaims any and all responsibility and liability for any materials that the Township deems inappropriate for posting, which cannot be removed in an expeditious and otherwise timely manner. The Township reserves the right to remove any fans, followers, or subscribers that continuously violate this policy.

12. Employees and Volunteers representing the Township's government via its social media sites shall conduct themselves at all times as a representative of the Township and in accordance with all its policies especially the Township of Elsinboro Communication Media Policy for employee behavior in the Township of Elsinboro, Personnel Manual.

13. This Social Media Policy may be revised at any time by approval of the Township Committee.

14. All use of Township social media is subject to and must comply with rules and policies governing the Township's computers and electronic media, including but not limited to the applicable JIF Municipal Internet Access and Use Guidelines.

15. Municipal policies are applicable to interactions on social media sites by any authorized

user when acting in an official capacity and representing the Municipality.

16. Township social media site shall not permit “friending”.

17. All Social media is run by a third party (e.g. Meta) over which the Township has no control. Social media sites occasionally become inoperable. The Township reserves the right to disable its social media accounts either temporarily or permanently at any time.

18. Pursuant to the requirements of the host site, Township Social media may contain content, including, but not limited to, advertisements and hyperlinks over which the Township has no control. The Township does not endorse any hyperlink or advertisement or content therein placed on this Township social media site by the host site’s owners, vendors, or partners.

19. Social media postings are made in real time and may inadvertently contain errors or omissions. The Township is not responsible for any delays, errors, or omissions arising out of the use of the site or with respect to the material contained on the site, including, without limitation, any material posted on the site.

20. The Township is not responsible nor liable for any viruses or other contamination of a user’s computer system.

21. The Township social media is offered and available to users who are 13 years of age or older and residents of the United State of America. By proceeding to use the Township’s social media site, users hereby agree to these Terms of Use set forth in this policy.

## **CONTENT POLICY**

1. Users, followers, and members of the public who post to a Township Social Media page are subject to the policies, rules and regulations (i.e. terms of use) of the host site as well as the Township. Information shared or posted to social media sites may be used by the owners of the

host site for their own purposes. For more information, consult the host website's terms of use. Content appearing on this site may be subject to public records laws and subject to disclosure by the Township if requested. Every post is a public record, and may be disseminated, reproduced, or copied by the Township or any other person without any further action by the poster or without notice by the Township of such. Users agree by posting to Township Social media that they have no reasonable expectation of privacy as to such posts or comments.

2. The Township reserves the right to reject any post it deems to be objectionable, unrelated or inappropriate. Articles, topics and submittals containing the following content are not permitted on Township social media platforms:

- a. Personal attacks of any kind;
- b. Content that bullies, intimidates, or harasses any user;
- c. Content not topically related;
- d. Profane or obscene language or content;
- e. Content that promotes, fosters, or perpetuates discrimination or harassment on the basis of race, color, national origin, religious creed, ancestry, physical or mental disability, medical condition, pregnancy, childbirth or related medical condition, age, sexual orientation, sex, gender identity, gender expression, genetic information, military or veteran status, marital status, or any other basis protected by applicable state or federal law;
- f. Threats to any person or organization or encouragement of illegal activity;
- g. Content containing personal information, such as home addresses, phone numbers, social security numbers, dates of birth or driver's license numbers;
- h. Sexual content or links to sexual content;
- i. Solicitations of commerce, including any advertising or business services or products for sale;
- j. Conduct of encouragement of illegal activity;
- k. Information that may tend to compromise the safety or security of the public or public systems;
- l. Content that violates a legal ownership interest of any other party;
- m. Content that contains confidential or proprietary information about the Township, its employees or vendors;
- n. Content that violates any federal, state or local laws;
- o. Contents that violate the legal ownership interest of another party (copyright or trademark violations);
- p. Content in support of or opposition to any political campaigns or ballot measures;
- q. Information that promotes a specific religion or religious belief;
- r. Duplicate, repetitive, or spam content.

Posts and/or Comments containing any prohibited content shall not be permitted on the Township's social media sites and are subject to removal and/or restriction by the Township Clerk and/or Social Media Manager and/or his/her designees.

### **BREACH OF POLICY**

1. The Township Clerk AND/OR Social Media Manager, and/or his/her designee may be required to remove internet postings on Township social media sites which are deemed to constitute a breach of Policy, as determined by the Township Clerk, Mayor or Township Committee subject to applicable archiving and retention requirements.
2. Any social media site created by the Township remains the property of the Township, including all the content generated by the site. Once the person who created or administered the site leaves the employment of the Township or terminates any appointed position, they must relinquish everything related to the site including usernames, passwords and/or access codes or information and their access as an administrator will be terminated.

### **TERMS OF USE DISCLOSURE (to be posted on all Township Social Media Sites)**

#### **A. Information Disclaimer**

By visiting this site, you understand and agree that the TOWNSHIP OF ELSINBORO social media site is provided "AS IS". The Township of Elsinboro makes every effort to provide accurate and complete information on this site. 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 Township of Elsinboro. Portions of the information on this site may be incorrect or not current. The Township of Elsinboro, 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.

**B. Linking Policy -- Links To External Sites**

The Township of Elsinboro social media site may contain links to outside websites. These websites are not owned, operated, controlled or reviewed by the Township of Elsinboro. These links are provided solely as a courtesy and convenience to you, the visitor.

The Township of Elsinboro, its officers or employees, exercise no control over the organizations, views, accuracy, copyright or trademark, compliance or the legality of the material contained in these outside websites. The Township of Elsinboro, its officers or employees, do not sponsor, endorse, or approve the information, content, proceeds, materials, opinions or services contained on such outside websites. The visitor proceeds to these outside websites at his/her own risk. The Township of Elsinboro specifically disclaims any and all liability from damages, which may result from the accessing of a third- party site, which is linked to the Township of Elsinboro website or from reliance upon only such information.

**C. Non-Endorsement Disclaimer**

Reference in this site to any specific commercial products, processes, or services, or the use of any trade firm or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation, or favoring by the Township of Elsinboro or its officers, employees or agents. Comments posted by a member of the public on any Township social media site represent the opinions and viewpoint of the commentator or poster only, do not represent the opinions or policies Township.

**D. Copyright and Trademark Limitations**

The Township of Elsinboro makes no warranty that materials contained herein are free of copyright or trademark claims or other restrictions or limitations on free use or display. Making a copy of such material may be subject to copyright or trademark laws.

**E. Use of material from this site**

The Township of Elsinboro has made the content of these pages available to the public and anyone may view, copy or distribute *Township of Elsinboro information* found here without obligation to the Township of Elsinboro for non-commercial, personal use only, unless otherwise stated on particular material or information to which a restriction on free use may

apply.

The design of this site, original graphics, and original content are all copyrighted by the Township of Elsinboro and may not be re-engineered, distributed, modified, transmitted, re-used, reposted, or duplicated without the express written permission of the Township of Elsinboro in each instance. All requests to use any part of the original design, code, graphics or content of this site should be made via e-mail to the Township Clerk.

**F. Unauthorized Modifications**

Unauthorized attempts to modify or otherwise alter any information or image stored on any Township of Elsinboro website or social media site may result in criminal prosecution.