

Borough's Website and Social Media Policy:

The Borough currently maintains and operates one official, authorized website for the primary purpose of disseminating information to the public. The Borough Council approves content to be placed upon that website in order to improve communication with its residents, employees, agents or visitors. However, the Borough Council has recognized the need for the within policy based upon the evolving nature of the internet and communication in general and the growing utilization of social media by individuals.

The purpose of this policy is to establish and promulgate guidelines for the use by the Borough of all social media sites as a means of conveying pertinent Alpha Borough information to its residents, employees, agents and visitors. This policy is in addition to any other policy or procedure currently in effect for the Borough. The Borough has an overriding interest and expectation in determining what statements are made on behalf of the Borough on its website, and any official, authorized social media site. This Social Media Policy shall apply to all Municipal personnel, agency, department as well as any affiliated government or non-governmental agency or official and/or commission or Council permitted by the Borough to post on Borough social media sites.

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 networks on which social media/comments are posted include Facebook, Instagram, LinkedIn and X (formerly Twitter)). This list is by no means exhaustive. Moreover, "social media/comments" include information, articles, pictures, posts, re-posts, etc. It also includes any other communication medium created by the Borough and not specifically included herein.

The following are the specific details of the Borough's Social Media Policy:

1. There is currently one, official, authorized website that is maintained by the Borough of Alpha, which will remain the primary internet presence. There is also one official, authorized social media site operated by the Borough on Facebook. No such social media site shall be established without prior approval of the Borough Council, and it shall have the right to reject any information to be posted on such an account, especially if deemed objectionable or contrary to the interests of the Borough. The use by any municipal department of a social media site created on behalf of the Borough is subject to approval by the Borough Council.
2. Any Borough social media site shall clearly set forth that they are maintained by the Borough and that the site follows, and is subject to, the terms set forth in this Social Media Policy and monitored for content at all times.
3. Any official, authorized 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. It shall be explicitly stated that any official, authorized Borough social media sites are not to be used for making any official communications to the Borough, including for example, reporting crimes or misconduct, reporting dangerous conditions, giving notice required by any statute by, ordinance or regulations such as but not limited to notices of claim. Prominent

notice of this paragraph shall be displayed on every official, authorized Borough social media site, along with the appropriate contact information for submitting official communications.

5. This Social Media Policy shall be displayed on the Borough Website and all social media sites in its entirety or by hyperlink.
6. The Personnel Administrator and/or his/her designee shall monitor any Borough social media site to ensure adherence with this Social Media Policy as well as the interest and goals of the Borough and the Borough expressly maintains and reserves the right and will restrict or remove any content that is deemed in violation of this Social Media Policy, any other policy or procedure of the Borough or any applicable local, State and/or Federal law. Any content removed based on these guidelines will be retained by the Personnel Administrator and/or their designee pursuant to the applicable Borough retention policy, including the time, date and identity of the poster, when available.
7. The Borough official website, as well as any other authorized Borough social media site and this Social Media Policy are subject to all applicable Federal and State laws and regulations, as well as applicable record retention requirements.
8. Any employee, agent or official representing the Borough and/or Borough Council via the official website or official, authorized social media site must comport themselves at all times as a representative of the Borough and in accordance with all its policies, as well as applicable local, State or Federal law.
9. The Borough Council specifically retains and reserves all rights to revise this Social Media Policy at any time.