

## **Lower Moreland Township Social Media Policy**

**Objective:** Lower Moreland Township (LMT) will use social media to expand and facilitate communication between the Township and community members. This policy establishes rules for the use of official Township social media sites by Township staff, the Board of Commissioners, advisory boards and commissions and the general public. The Township's social media pages shall be used to supplement existing mechanisms for advertising Township events and disseminating public announcements. These pages shall not be used for transacting Township business, as a forum for discussing legislative or legal matters, or as a form for public debate.

### **Use of Official Township Social Media Sites**

#### *Internal Management of LMT Social Media:*

- A. Official Township social media sites will be updated by the Township Manager or a designated appointee.
- B. All content submitted by Township departments, advisory boards and commissions for posting to LMT social media sites must be sent to the Township Manager's Office for approval. Once content is granted approval, it will be posted by the Township Manager's Office to the appropriate LMT social media sites.

#### *Public Interaction with LMT Social Media:*

- A. The Township reserves the right to delete posts when comments contain the following:
  - a. Vulgar, malicious, libelous or harassing, language which targets any group of people because of race, color, ethnicity, etc., or that are off topic to the conversation at-hand
  - b. Promotion of illegal activity, products, services, or political organization
  - c. Copyrighted or trademarked material
  - d. Spam, advertising or links to other sites
  - e. Personal home addresses, phone numbers or e-mail addresses
- B. Service requests or complaints which are posted on Township social media sites do not serve as formal requests. A resident who would like to submit such a request shall contact the Township directly for assistance.
- C. Determinations as to whether comments are suitable for public posting are at the sole discretion of the Township Manager or a designated appointee.