

BOROUGH OF ROSELLE



RESOLUTION NUMBER 2012-172

RESOLUTION ESTABLISHING A POLICY FOR USE OF SOCIAL MEDIA IN THE BOROUGH OF ROSELLE

WHEREAS, the Borough of Roselle ("Borough") has determined there is a need to address the use of the Internet and wireless communications by the Borough, its employees and agents to provide information online; and

WHEREAS, to encourage the responsible use of Social Media to further the goals of the Borough and the missions of its departments and affiliated boards, commissions and authorities the Borough has determined to adopt a policy regulating same; and

WHEREAS, the Council has determined that said policy is in the best interest of the Borough.

NOW, THEREFORE, BE IT RESOLVED, by the Borough Council of the Borough of Roselle as follows:

1. The Social Media Policy attached hereto is hereby adopted by the Borough of Roselle as part of the Borough Administrative Policy and is applicable to all Borough employees, agencies, and departments as well as any affiliated government or non-government agency or officials.
2. This Resolution hereby amends and supersedes all prior Resolutions that are inconsistent herewith.
3. This Resolution all shall take effect immediately.

I, Rhona C. Bluestein, Municipal Clerk of the Borough of Roselle, in the County of Union, State of New Jersey, do hereby certify that the foregoing is a true and correct copy of a Resolution adopted by the Borough Council of the Borough of Roselle, County of Union, State of New Jersey at a regular meeting of said Council held April 18, 2012.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the Borough of Roselle in the County of Union and State of New Jersey this 18th day of April, 2012.


Rhona C. Bluestein, M.B.A., R.M.C., C.M.C.
Municipal Clerk

Subject:

Borough of Roselle, NJ Social Media Policy

I. Purpose

To address the use of the Internet and wireless communications the Borough of Roselle, NJ ("Borough") government utilizes to provide information online;

and

To encourage the use of Social Media to further the goals of the Borough and the missions of its departments and affiliated boards, commissions and authorities.

II. Policy

Because the Governing Body and Borough Administrator have an overriding interest and expectation in deciding who may "speak" and what is "spoken" on behalf of the Borough on social media sites, this policy is established for the use of all social media.

1. The official public webmaster for the Borough shall recommend to the Borough Administrator for approval social media technologies that may be suitable for use by Borough departments, affiliated boards, commissions, and authorities.
2. The Borough of Roselle, NJ shall have a single presence and voice on social media sites deemed appropriate for use. Only the Mayor or the Borough Administrator may direct the webmaster to publish information on the Borough's social media site(s).
3. All official Borough of Roselle, NJ presence on social media sites or services are considered an extension of the Borough's information networks and are governed by all policies applicable to the use of Borough computers and electronic media as well as the Borough's Internet Access and Use Guidelines.

4. The Borough Administrator in conjunction with the official public webmaster should be contacted for assistance with developing appropriate uses for social media, selecting appropriate social media outlets, and defining a strategy for social media use.

5. The Borough's use of social media will comply with applicable federal, state, and county laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright, records retention, Freedom of Information Act (FOIA), Open Public Records Act (OPRA), First Amendment, privacy laws, sunshine laws, and information security policies (if applicable) established by the Borough of Roselle, its departments, affiliated boards, commissions and authorities.

6. Wherever possible, links to more information should direct users back to the Borough's official website for more information, forms, documents, or online services necessary to conduct business with the Borough of Roselle, NJ.

7. Employees representing Borough government on social media outlets must identify themselves by name, and when relevant, by role at the Borough. All Borough of Roselle, NJ policies are applicable to interactions on social media sites when acting in an official capacity and representing the Borough. Employees that fail to conduct themselves in an appropriate manner may be reported to the Borough Administrator for the appropriate action.

8. The Borough webmaster shall monitor content on all social media sites to ensure adherence to the Social Media Policy for appropriate use, message, and branding consistent with the goals of the Borough of Roselle.

9. The Borough webmaster may have the authority to remove any information that violates this Social Media Policy or Terms of Service (TOS) at any time from any Borough of Roselle, NJ's social media site in accordance with archiving and retention laws. Once removed, a notice will be sent to the Borough Administrator and Municipal Clerk's office.

III. Applicability

This policy shall apply to all Borough employees, agencies, and departments as well as any affiliated government or non-government agency or official permitted by Borough Administrator to post on Borough of Roselle, NJ social media sites.