

RESOLUTION NO. 22-14

**A RESOLUTION OF THE BOROUGH COUNCIL OF MILLERSBURG BOROUGH,
DAUPHIN COUNTY, PENNSYLVANIA, SETTING AN OFFICIAL POLICY
REGARDING USE OF SOCIAL MEDIA.**

In order to keep up with the evolving nature of information dissemination, Millersburg Borough and the Millersburg Police Department have decided to utilize traditional internet pages and social media sites in addition to print and broadcast media. The Borough Council of Millersburg recognizes that citizens are increasingly turning to these online forums to gather news and information.

The Millersburg Borough Council has sole discretion over what is posted on its main page, Facebook pages and any other social media forums it may elect to utilize. The Mayor of Millersburg may also exercise his or her discretion over posting on the Millersburg Borough Police Department's social media page(s). This policy establishes guidelines for the administration, implementation and maintenance of the Borough's various web presences.

SCOPE:

The approved uses of the Borough of Millersburg's social media page(s) are: 1) time-sensitive and emergency information and 2) as a communications/marketing tool which increases the Borough's ability to broadcast its messages to the widest possible audience.

The approved uses of the Millersburg Borough Police Department social media page(s) are: 1) time-sensitive and emergency information. 2) information that would otherwise be provided to the print and broadcast media as press releases. 3) as a communication/marketing tool which increases the Borough's ability to broadcast its messages to the widest possible audience.

Other than the use of emojis, messages broadcast via all Borough-controlled social media shall contain language that is similar to or the same as language that would be posted to the main internet page and sent to the print and broadcast media.

PURPOSE:

The purpose of this policy is to provide guidelines and define the responsibilities for the creation and use of social media pages in order to convey information and build positive relations with its citizens. The intended purpose behind establishing social media pages is to disseminate information relating to the Borough and the Borough Police Department to its citizens.

POLICY:

1. All social media pages shall be considered an extension of the Borough's and Police Department's information networks and shall be governed by this policy.
2. The Borough Manager, at the discretion of an appointment by the Millersburg Borough Council, shall be in full charge and control of the Millersburg Borough social media pages, including the information posted on the page, in accordance with this policy. The Borough Secretary and members of Council can assist with social media at the discretion of the Borough Manager. This includes posting or commenting. In the absence of a Borough Manager, the Borough Council may appointment the Borough Secretary or any other employee with experience to manage such accounts. The Officer In Charge (OIC) of the Police Department shall, at the discretion of the Mayor of Millersburg, be in full charge and control of the Millersburg Borough Police Department social media pages, including the information posted on the page, in accordance with this policy. The OIC may appoint any member of the Police Department to manage the social media accounts. In the absence of the Officer in Charge, the Mayor may appoint any member of the Police Department to manage the accounts.
3. The Borough Manager and OIC shall maintain the login information and passwords in a secure location to ensure only authorized personnel have access to the same. In the event other Borough representatives need to access and post certain information on the Borough's or Police Department's social media pages, including but not limited to information relating to emergencies, such individuals shall be specifically authorized by Council, Mayor, and/or the Borough Manager prior to the posting of such information.
4. Whenever possible, links should direct users back to the Borough's or Police Department's official websites for more information, forms, documents or online services necessary to conduct business with the Borough and Police Department.
5. Information posted on the Borough's and Police Department's social media pages that is subject to the record retention act and/or the Right to Know law shall be properly retained at the Borough offices.
6. The social media pages shall clearly indicate that any articles and other content posted or submitted for posting are subject to public disclosure.
7. The majority of information posted on the Borough's and Police Department's social media pages shall be related to official Borough or Police Department business, other than posts that support the local surrounding area, or posts that may not be related to local business but bring benefit to the community.

TERMS OF USE:

The Borough and Police Department social media pages serve as an online information source focusing on Borough and police issues, projects, news and events and is not intended as a public forum. However, any communication received via social media shall be treated with the same urgency and level of importance as any other traditional means of communication, including in-person, mail, telephone, email and attendance at public meetings.

Due to the evolving nature of social media, state law and the advertising industry, the Borough Council recognizes that it may need to tailor "terms of use" statements to address the idiosyncrasies of the various types of social media.

The Borough and Police Department reserve the right to review public comments prior to posting if such a feature is included on a given social media site and to disable commenting as appropriate.

NOW, THEREFORE BE IT RESOLVED, that the Millersburg Borough Council hereby adopts the Social Media Policy as set forth herein, this 10th day of August, 2022.

BOROUGH OF MILLERSBURG

ATTEST:

By: 
President of Council


Borough Secretary