

OFFICIAL
TOWN OF McCANDLESS
RESOLUTION No. 11 of 2016

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF McCANDLESS, ALLEGHENY COUNTY, PENNSYLVANIA, ESTABLISHING A POLICY GOVERNING THE USE OF SOCIAL MEDIA BY THE TOWN OF MCCANDLESS.

WHEREAS, the Town Council of the Town of McCandless desires to utilize social media to aid in the dissemination of information to Town residents; and

WHEREAS, the Town Council desires to establish a policy to govern the Town's use of social media and to provide guidelines for members of the public to follow when interacting with the Town via social media.

NOW, THEREFORE, IT IS HEREBY RESOLVED by the Town Council of the Town of McCandless as follows:

Section 1.

The Town Council of the Town of McCandless hereby adopts the Social Media Policy attached hereto as **Exhibit A** and incorporated herein by reference.

Section 2.

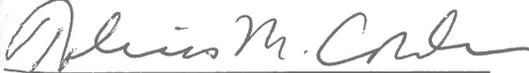
Any resolutions in conflict with this Resolution shall be repealed to the extent of such conflict.

Section 3.

This Resolution shall become effective upon adoption.

Motion made by Councilmember Powers, seconded by Councilmember Walkauskas, and this resolution is adopted this *27th* day of *June, 2016*.

ATTEST:


Secretary

TOWN COUNCIL
TOWN OF McCANDLESS


President

EXHIBIT A

TOWN OF MCCANDLESS SOCIAL MEDIA POLICY

Introduction

The Town of McCandless (the "Town") makes every effort to make prudent use of available technology to those performing services for the Town, and makes every effort to provide accessible and accurate information to its residents. To better achieve this goal, the Town shall make use of social media accounts. The purpose of this Policy is to establish procedures for the proper use of Town social media accounts by employees and by residents. The use of social media introduces new opportunities and risks. This Policy requires official actions to be taken to ensure proper use of social media accounts and to minimize any risk or potential liability of the Town related to such accounts.

Objective

This Policy aims to support the Town's use of social media as an effective communication device and sets forth the guidelines and requirements established by the McCandless Town Council for using social media effectively. The Town reserves the right to amend this Policy at any time. The Town also reserves the right to suspend or cancel any Town social media account at any time.

Scope

This Policy is applicable to all Authorized Users, employees, elected officials or anyone else who contributes to the use of social media in the Town's name. Any questions regarding this Policy or its implementation should be directed to the Town Manager and/or the Town Attorney as appropriate.

Authorized Users

The two employees who are authorized to use the Town's social media accounts shall be the Assistant to the Town Manager for Communications, Museum and Recycling, and the Secretary to the Town Manager ("Authorized Users"). The Town Manager and Assistant Town Manager shall have administrative rights to the Town's social media accounts. Other users may be appointed on a temporary or permanent basis at the discretion of the Town Manager. Authorized Users shall maintain current Town social media accounts. Accounts shall be opened and closed at the discretion of the Town Manager.

All accounts shall be opened using email accounts issued by the Town. Exceptions may be made when deemed necessary by the Town Manager. At no time will any other personal or business email account be linked to the Town social media accounts. Authorized Users agree that the Town social media accounts and the contacts found therein shall be used for the benefit of the Town only and for no other purpose.

Authorized Users shall maintain the security of all usernames, passwords, and other login information to Town social media accounts and shall not disclose or share this information with any third party. Authorized Users agree to abide by all terms and conditions of the various social media platforms they will use on behalf of the Town.

Town social media accounts, as well as all original content generated through the use of these accounts, will remain the sole property and intellectual property of the Town to the fullest extent permitted by law. Upon termination of an Authorized User's employment: (i) the Authorized User's right to use the Town social media accounts shall automatically terminate; and (ii) the login passwords associated with the Town's social media accounts shall be changed.

Rules for Use

Postings shall include items such as Town news and information, photographs of Town events and announcements that could benefit Town residents.

When comment features are enabled, the following guidelines shall apply:

- Profanity filters shall be turned on when available to filter out and prevent the posting of comments containing profanity.
- Authorized Users shall monitor public comments on Town social media accounts periodically during business hours, and shall respond to public comments as needed in accordance with this Policy in a professional and timely manner.
- If a comment is on topic with respect to the Town's post or subsequent conversation via the comment section, then the comment shall remain as a post, regardless of whether it is favorable or unfavorable to the Town.
- If a comment is offensive, obscene, infringing, defamatory, libelous, discriminatory, threatening, harassing, relates to illegal activity, or if it is out of context or off topic with respect to the Town's post, then the comment will be deleted by an Authorized User.
- At the request of members of the public who have had comments deleted, the Town may choose to provide them with a response as to why their comment was deleted.
- If a comment includes false or misleading information, the Town will respond solely to the extent necessary to correct any false or misleading information in the comment. When correcting residents on false or misleading information, Authorized Users will post with respect, in a non-confrontational manner, and with the Town's views in mind.
- Members of the public who repeatedly post comments that violate this Policy may be banned from commenting.

When posting to the Town's social media accounts, Authorized Users shall:

- Be accurate and honest.
- Be consistent with the Town's other social media accounts and the Town's publication policies.
- Correct errors promptly as needed.
- Post in a professional and non-confrontational manner.
- Respond to public comments, when commenting features are enabled, as needed in accordance with this Policy in a professional and timely manner.

All suspected or confirmed compromises to the security of the Town social media accounts shall be immediately reported to the Town Manager or his designee. Computers, laptops and mobile devices used to administer Town social media accounts shall have up-to-date software to protect against any virus, malware, or other harmful code and malicious attacks.

Authorized Users are prohibited from posting any and all of the following:

- Attorney work product prepared pursuant to any litigation or potential litigation involving the Town government or any information that is subject to attorney-client privilege as determined by the Town Attorney.
- Comments that are defamatory, libelous, discriminatory, threatening, harassing, disparaging, obscene, profane, illegal or otherwise offensive.
- Political comments or political campaign materials, including any endorsement of a political party or candidate.
- Comments that are personal, sensitive, or confidential about any person.
- Confidential or privileged information of the Town or any information related to executive session material.
- Endorsement or advertisements of any product, business, or commercial services.
- Information or content that is personal in nature or does not relate to the business of the Town.
- Photographs of employees or members of the public without written permission.
- Intellectual property of any person or other third party, including copyrighted material such as photos or written content, or any trademark or logo, without written permission from the owner of such intellectual property.
- Any other information that is not public in nature.
- Information that is false or misleading.

Postings shall be clear and free of ambiguous statements. Requests for private information will be denied. Authorized Users may instruct requestors to contact the Town in a more private, acceptable manner if appropriate.

The Town's social media accounts will accept all likes or follow requests. However, the Town will not reciprocate all likes or follow requests and is not obligated to do so. The Town will only accept/reciprocate those requests from individuals or governmental entities associated with the business of the Town in the Town's sole discretion. Requests from private individuals or businesses that are not associated with the business of the Town will not be accepted. The Town may block any other social media user, in the Town's sole discretion, if such user posts comments that violate this Policy.

Use of Outside Social Media by Employees and Council Members

Employees and elected officials who are not Authorized Users do not have access to the Town's official social media accounts. However, these individuals may maintain personal social media accounts. Town employees and elected officials are encouraged to use common sense when navigating and using social media sites.

In particular, Town employees and elected officials shall not:

- Post or discuss any confidential or privileged information of the Town via their personal social media account.
- Harass any employee.
- Violate the intellectual property rights of the Town.

When posting on a personal basis, employees are reminded to state that all opinions and personal views are strictly their own, and not the opinions or views of the Town. Violations of this Policy shall be reviewed on a case-by-case basis and may result in appropriate disciplinary actions in accordance with the Town's Personnel Policies and Procedures Manual. This Policy is not intended to restrict or preclude employees from engaging in activities protected by law, including the National Labor Relations Act, such as discussions related to employment conditions.

[Signature Page to Follow]