



Township of Monroe

County of Middlesex

Digital Media Sites Policy

PURPOSE

The intended purpose behind establishing the Township of Monroe's digital media sites is to modernize the way information is disseminated from the Township to the public. The purpose of this policy is to establish appropriate and acceptable standards and guidelines for the Township of Monroe's online presence, and applies to all sites and accounts authorized and/or created by the Township and any of its agencies or departments.

For purposes of this policy, "comments" shall include text, information, articles, links, video and other multimedia, graphics and pictures.

SCOPE

This policy shall apply to any and all employees, individuals, volunteers, agencies, departments, affiliated government or non-government agencies, officials, committee/commission and/or governing body members who are now or hereinafter designated as authorized users.

GENERAL POLICIES

The following guidelines apply to all Township digital media sites:

1. All digital media sites of the Township of Monroe are subject to approval by the Business Administrator or his or her designee(s). Individual departments or agencies of the Township may continue to maintain a separate digital media site if preexisting. Departments who are looking to establish a new digital media site, may do so if approval has been obtained by the Business Administrator or his or her designee(s). Except as provided above, no Township of Monroe digital media site, including those maintained by departments or agencies of the Township, shall be established without prior approval. Any request by a Township department or agency to establish a new digital media site shall be made in writing to the Business Administrator or his or her designee(s). The request shall include the designated person(s) who will be responsible for administering and maintaining the site in accordance with this policy (the "Authorized Users"). The Business Administrator or his or her designee(s) must be provided with the user name, password and other information related to and required in order to administer each digital media site. No personal email addresses may be used to set up the digital media account. Email addresses for all digital media accounts must be obtained from the Business Administrator or his or her designee(s).

2. All Township digital media sites shall be administered by Authorized Users described in paragraph 1 or Liaisons described in paragraph 3.
3. The Mayor shall designate the Business Administrator as Digital Media Site Coordinator, who is authorized to oversee Township digital media sites to ensure adherence to this policy, including the use of appropriate content, messaging, and branding that is consistent with the interests, needs, and objectives of the Township and its citizens. The Business Administrator shall designate Liaison(s) who will be responsible for administering Township digital media sites. The designated Liaison(s) will be responsible for the content of any Township digital media sites they administer. ***This paragraph does not apply to digital media sites maintained by individual Township departments and agencies.*** Such sites will be monitored by the Liaison ***only*** for consistency with this Policy; however, the Authorized User designated by the individual department or agency shall be responsible for administering the digital media site in accordance with this policy. The Township reserves the right to replace and reassign the duties of the Liaisons and Authorized Users as it deems necessary in the interest of the Township.
4. All Authorized Users of any Township digital media site shall be provided with a copy of this policy and shall sign an Acknowledgment of Use (Addendum A) prior to creation of a digital media site.
5. The Township media sites shall clearly state that they are maintained by the Township in accordance with this Digital Media Policy.
6. Wherever possible, the Township digital media sites should link back to the official Township website for forms, documents, online services and other information necessary to conduct business with the Township of Monroe.
7. The Township of Monroe's digital media sites are intended to be informational only and are *not* an open public forum for making comments, or a means of official communications to the Township such as reporting crimes or misconduct, reporting dangerous conditions, giving notice required by any statute, ordinance or regulations including notices of claim. Prominent notice of this policy shall be displayed on every Township digital media site, along with the appropriate contact information for submitting official communications to the Township.
8. This Policy including the Township's Terms of Use shall be made available and placed on the Township of Monroe's official website.
9. The Township's digital media sites and this Policy are subject to all applicable federal and state laws and regulations.
10. All Township of Monroe digital media sites are and remain the property of the Township, including the list of all the "followers" and "friends" generated by each site. If an Authorized User or Liaison no longer serves in such capacity, for any reason, they must provide the Business Administrator or his or her designee with the user name, password and other information related to and required in order to administer the digital media site.

11. Authorized Users and Liaisons administer Township digital media sites as a representative of the Township, and must do so in an ethical and professional manner so as to avoid to the greatest extent possible typographical and grammatical errors. Township employees must also make every attempt to ensure the accuracy and correctness of information posted to the Township's platforms, though the Township makes no guarantees of accuracy of any content. Failure to comply with any element of the Township's Digital Media Sites policy is immediate grounds for a revocation of all access to the Township's platforms.
12. Monroe Township digital media sites shall not endorse any commercial entity or endeavor, except Grand Opening or Ribbon Cutting ceremonies that Elected Officials attend. Monroe Township's Public Information Officer may provide coverage of these events.
13. This policy is subject to revision or change at any time, without public notice, by the Business Administrator, the Mayor, and/or the Township Council.

COMMENT POLICY / THIRD PARTY CONTENT

All Township of Monroe digital media sites are subject to supervision by the Township. The Township reserves the right to delete, block, or hide content on its digital media sites characterized by the following criteria:

- Conduct or content in violation of any federal, state, or local law;
- Profane, obscene, vulgar or racist language or commentary;
- Sexually explicit content, links to such content, or descriptions thereof;
- False, intentionally misleading, or deceptive information;
- Spam or advertising of any kind;
- Personal attacks or harassing or threatening comments or content of any kind;
- Content or commentary that implicitly or explicitly threatens or compromises public safety of any kind;
- Content or commentary that promotes illegal activity of any kind;
- Content or commentary that is discriminatory in nature on the basis of race, creed, color, age, religion, gender, marital status, genetics, status, with regard to public assistance, national origin, physical or intellectual disability or sexual orientation, or any other classification protected by federal, state, or local law;
- Personal identifiable information about oneself or another person, including personal phone numbers, home addresses, social security numbers, driver's license numbers, or protected legal or medical information;
- Content that infringes on copyright or intellectual property laws; and
- Off-topic commentary that does not relate in any way to the original content.

The Township of Monroe reserves the right to exercise discretion in applying the forgoing criteria and may ban, block, remove, or hide any content on Township digital media sites of the nature described above, and may also deny access to its digital media sites by any individual who violates this Policy without prior notice.

Any attempt to hack or otherwise compromise the Township's digital media sites will be reported to law enforcement and the perpetrator will be denied access to the sites.

TERMS OF USE

The Township of Monroe will make every effort to ensure accurate and complete information and content provided to the general public on the Township's digital media sites; however, such accuracy is not guaranteed. Content contained on the Township's digital media sites is provided for the convenience of the public. The Township of Monroe, its officers, employees or agents shall not be liable for damages or losses of any kind arising out of or in connection with its digital media sites, including but not limited to damages or losses caused by reliance upon the accuracy or timeliness of any information contained therein, or damages incurred from the viewing, distributing, or copying of content.

The Township of Monroe's digital media sites may contain links to outside websites. These websites are not owned, operated, controlled or sponsored by the Township of Monroe. These links are provided solely as a courtesy and convenience to the public, and are assessed at the user's own risk.

The Township of Monroe specifically disclaims any and all liability from damages or losses of any kind arising out of or in connection with a third-party site, which is linked to a Township of Monroe's digital media sites.

Reference in the Township of Monroe's digital media sites to any specific commercial products, processes, or services, or to the use of any trade firm or corporate name is for the information and convenience only, and does not constitute endorsement, recommendation, or oversight by the Township of Monroe or its officers, employees or agents.

ADDENDUM A



Township of Monroe

County of Middlesex

Digital Media Sites Policy

Acknowledgement of Official Use by Township Authorized Permitted User

I, _____, acknowledge that:
[print name]

- A. I received a copy of the Township of Monroe's Digital Media Sites Policy on _____;
[date received]
- B. I have been given an opportunity to ask questions about the Policy and I have been provided with satisfactory information in response to my questions;
- C. I understand the language used in this Policy;
- D. I acknowledge that the Township reserves the right to add, amend or discontinue any of the provisions of this Policy for any reason, in whole or in part, at any time, with or without notice;
- E. I acknowledge that I understand this Policy and I agree that I will comply with all of its provisions.

X _____
Signature

Date