

# ROSS TOWNSHIP SOCIAL MEDIA COMMENTS POLICY

## PURPOSE

Ross Township's social media is intended to create an online space in which township officials, staff and interested parties can interact with each other and can share information about the Township. The opinions expressed by individuals using Ross Township's social media, except as specifically noted, are those of the individual authors. Views presented in comments on Ross Township's social media posts, tagged posts or photos, and other similar mediums do not necessarily represent the views or policies of, or endorsement by, Ross Township.

## POLICY

Ross Township's social media is defined as any web application, site or account operated by Ross Township. The following disclaimer pertains to all official social media accounts used by Ross Township:

### **Disclaimer**

In order to better serve the public, the Township maintains social media accounts as tools for communicating with the public. Your activity on Township social media accounts is governed by both the Township's Social Media Policy and the security and privacy policies of the third-party sites, as applicable. The views expressed in the comments reflect only those of the comment's author, and do not necessarily reflect the official views of Ross Township. The Township reserves the right to remove, delete or not allow comments that contain:

- Vulgar, abusive, profane, obscene, violent or pornographic content or language;
- Personal or obscene attacks of any kind;
- Offensive terms targeting individuals or groups;
- Threats or defamatory statements;
- Content that promotes, fosters or perpetuates discrimination based on race, creed, color, age, religion, gender, sexual orientation or national origin;
- Information that may compromise the safety or security of the public, an organization or an individual;
- Links to any site;
- Suggestions or encouragement of illegal activity;
- Spam-type posts, such as multiple successive off-topic posts by a single user or repetitive posts copied and pasted by multiple users;
- Unsolicited proposals or other business ideas or inquiries;
- Promotion or endorsement of commercial services, products, or entities;
- Personally identifiable information that has been inappropriately posted;
- Conduct in violation of any federal, state or local law.

Visit [www.rosstwp.org](http://www.rosstwp.org) for information on how to send official correspondence to the Township. Any official policy, regulation or other information will be published on [www.rosstwp.org](http://www.rosstwp.org), whether or not it is simultaneously posted on a Township social media site. Only the version published on an official Township website may be considered official. If the Township "likes" or "follows" a third-party's social media

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account, this should not be construed as a Township endorsement of that third party. To view our entire Social Media Policy, please visit [www.rosstwp.org](http://www.rosstwp.org).

## **Removal, Deletion or Prohibition of Comments**

If a Township employee believes that any comments posted on a Township social media account qualifies for removal or deletion, the employee should immediately report the comment to their department head. The department head, in consultation with the Township Administrator, shall make the final determination as to whether the comment qualifies for removal or deletion. Should the Township Administrator determine any comment violates the third-party social media site's Statement of Rights and Responsibilities, the Township Administrator also reserves the right to report such violation to the website administrator. Repeated or egregious violations of this policy, as determined by the department head and Township Administrator, may result in revocation of a violator's right to access the Township's official media sites.