

GENERAL POLICY

The objective of the use of social media by the Borough or its departments is to expand and facilitate the dissemination of information from the Borough to its residents, taxpayers and the general public.

1. No Borough social media site shall be established without prior approval of the Borough Council.

A. The following social media sites are approved under the direction of the Police Chief / Riverton Police Department / Borough Clerk:

Facebook: [Riverton Police Department - NJ | Riverton NJ | Facebook](#)
[Riverton Office of Emergency Management](#)

B. The following social media sites are approved under the direction of the Borough Council / Borough Clerk:

Facebook [Riverton NJ Borough Hall | Riverton NJ | Facebook](#)

Instagram [Borough Of Riverton NJ \(@boroughofrivertonnj\) • Instagram photos and videos](#)

C. The following social media site is approved under the direction of the Borough Council / Borough Clerk:

Facebook [The Riverton Environmental Commission | Facebook](#)
Facebook [Riverton Memorial Park | Riverton NJ | Facebook](#)
Facebook [Riverton, NJ Green Team | Riverton NJ | Facebook](#)

2. The Borough social media sites shall clearly set forth that they are maintained by the Borough and that they follow this Social Media Policy.
3. Wherever possible, the Borough social media sites should link back to the official Borough website for forms, documents, online services and other information necessary to conduct business with the Borough.
4. The Borough social media sites are not to be used for making any official communications to the Borough, for example, reporting crimes or misconduct, reporting dangerous conditions, requesting an inspection, giving notice required by any statute, by ordinance or regulations such as but not limited notices of claim. Prominent notice of this paragraph shall be displayed on every Borough social media site, along with the appropriate contact information for submitting official communications.
5. This social media policy shall be placed on the Borough Website and all Borough social media sites.
6. The Borough Clerk and/or his/her designee shall monitor Borough social media sites to ensure adherence to both this Social Media Policy and the interest and goals of the Borough. The Borough has the right and will restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law. Any content removed based on these guidelines will be retained by the Borough Clerk and/or her/his designee pursuant to the applicable Borough retention policy, including the time, date and identity of the poster, when available.

7. These guidelines must be displayed to users or made available by hyperlink.
8. The Borough will approach the use of social media tools as consistently as possible, Borough-wide.
9. The Borough website at www.riverton-nj.com will remain the Borough's primary and predominant internet presence.
10. The Borough social media sites and this Policy are subject to all applicable federal and NJ laws and regulations, as well as applicable record retention requirements.
11. Employees and Volunteers representing the Borough's government via its social media sites shall conduct themselves at all times as a representative of the Borough and in accordance with all its policies especially the Borough of Riverton Communication Media Policy for employee behavior in the Borough of Riverton Personnel Manual.
12. This Social Media Policy may be revised at any time by approval of the Borough Council.
13. This policy governs all social media use by or on behalf of the Borough and/or its departments.
14. The Borough shall have a single municipal presence on social media approved for use currently as: (Riverton Local Government Facebook page, a Riverton Local Government Instagram page, a Borough Police Facebook page, a Riverton Memorial Park Facebook page, a Riverton Environmental Commission Facebook page, and a Riverton NJ Green Team Facebook page). No other social media sites are authorized.
15. All Borough presence and activity on social media are an integral part of the Borough's information networks and must comply with all rules and policies governing the
Borough's computers and electronic media, including but not limited to the applicable
Municipal Internet Access and Use Guidelines.
16. All Borough use of social media is responsible for complying 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 Record Act (OPRA), First Amendment, privacy laws, sunshine laws, and information security policies (if applicable) established by the Municipality.
17. All Borough policies are applicable to interactions on social media sites when acting in an official capacity and representing the Borough.
18. No "friending" or other special relationship between a Borough employee and a third person is permitted on, or working on, a Borough social media site(s).
19. Social media is run by a third party separate from the Borough and social media sites occasionally become inoperable. The Borough reserves the right to disable its social media accounts either temporarily or permanently at any time. There is no guarantee of "uptime."

COMMENT POLICY

1. As a public entity the Borough must abide by certain standards to serve all its constituents in a civil and unbiased manner.
2. The intended purpose behind establishing the Borough social media sites is to disseminate information from the Borough about the Borough to its residents, employees and visitors.
3. A comment posted by a member of the public on any Borough social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the Borough, nor do such comments necessarily reflect the opinions or policies of the Borough.
4. Any attempt to hack or otherwise compromise the Borough's internet or social media sites will be reported to law enforcement and the perpetrator will be denied access to the sites.
5. The Borough reserves the right to deny access to its social media sites for any individual who violates the Borough of Riverton Social Media Policy at any time and without prior notice.
6. All comments posted to any Borough sites are bound by any applicable terms and conditions of Facebook's Statement of Rights and Responsibilities, located at <http://www.facebook.com/terms.php>, and the Borough reserves the right to report any violation of Facebook's Statement of Rights and Responsibilities to Facebook with the intent of Facebook taking appropriate and reasonable responsible action. All Borough policies are applicable to interactions on social media sites when acting in an official capacity and representing the Borough.
7. All comments posted to any Borough sites are bound by any applicable terms and conditions of Twitter's Terms of Service, located at <https://twitter.com/tos>, and the Borough reserves the right to report any violation of Twitter's Terms of Service to Twitter with the intent of Twitter taking appropriate and reasonable responsible action. All Borough policies are applicable to interactions on social media sites when acting in an official capacity and representing the Borough.
8. All comments posted to any Borough sites are bound by any applicable terms and conditions of YouTube's Terms of Service, located at <https://www.youtube.com/t/terms>, and the Borough reserves the right to report any violation of YouTube's Terms of Service to YouTube with the intent of YouTube taking appropriate and reasonable responsible action. All Borough policies are applicable to interactions on social media sites when acting in an official capacity and representing the Borough.
9. All comments posted to any Borough sites are bound by any applicable terms and conditions of Instagram's Terms of Service, located at <https://help.instagram.com/478745558852511>, and the Borough reserves the right to report

any violation of Instagram's Terms of Service to Instagram with the intent of Instagram taking appropriate and reasonable responsible action. All Borough policies are applicable to interactions on social media sites when acting in an official capacity and representing the Borough.

10. Borough municipal employees are prohibited from commenting on the municipal social media sites.
11. No Borough employee, Borough elected official, vendor performing work or providing services to the Borough, or volunteer may post or comment on a Borough social media site.
12. Persons posting prohibited content are subject to being barred from posting comments on Borough social media.

PROHIBITED CONTENT

Comments containing any of the following inappropriate forms of content shall not be permitted on the Borough's social media sites and are subject to removal and/or restriction by the Borough Clerk and/or Chief of Police and/or his/her designees.

- a. Profane, obscene, violent, or pornographic content and/or language, or sexually suggestive or explicit content links to such materials. Any image or link containing minors or suspected minors in sexual and/or provocative situations will be reported to law enforcement;
- b. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin, marital status, status with regard to public assistance, physical or mental disability or sexual orientation;
- c. Defamatory attacks;
- d. Threats to any person or organization;
- e. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
- f. Conduct in violation of any federal, state or local law;
- g. Encouragement of illegal activity or illegal activity;
- h. Information that may tend to compromise the safety or security of the public or public systems;
- i. Content that violates a legal ownership interest, such as a copyright, of any party the Borough does not permit or allow copyright infringing activities and/or infringement of intellectual property rights on its website or social media sites and will remove any and all content and submissions if properly notified that such content and/or submission infringes on another's intellectual property rights;
- j. Private contact information such as names, addresses and phone numbers no matter how easily obtained elsewhere; Personal information of a person other than the poster;
- k. Spamming or repetitive content;
- l. Comments from children under 13 cannot be posted in order to comply with the Children's Online Privacy Protection Act. By posting on a Borough media site, users acknowledge that they are at least 13 years old. Parents are responsible for any minor child's posting or comments;

- m. Content that incites violence;
- n. Inappropriate photographs or videos;
- o. Comments unrelated to the particular post being commented upon;
- p. Comments containing vulgar, offensive, threatening, or harassing language, personal attacks, or unsupported accusations; and,
- q. Persons posting prohibited content are subject to being barred from posting comments on Borough social media.
- r. Only content approved by the Borough Clerk and/or approved by the Chief of Police for public release is allowed to be posted. Content of a sensitive nature shall not be allowed to be posted. Officials, employees, Borough volunteers, or vendors providing services to the Borough are prohibited from posting comments.
- s. A “designee” or a person appointed by the Borough Administrator and/or Chief of Police is never to be allowed to transfer their social media account information or allow someone access to their account on their behalf without prior written authorization from the Borough Clerk or Chief of Police.

BREACH OF POLICY

1. The Borough Clerk, Chief of Police and/or his/her designee may be required to remove internet postings on Borough social media sites which are deemed to constitute a breach of Policy, as determined by the Borough Clerk or Chief of Police or subject to applicable archiving and retention requirements.
2. Any social media site created by the Borough remains the property of the Borough, including all the followers and friends generated by the site. If the person who created the site leaves the employment of the Borough, they must relinquish everything related to the site including user names, passwords and/or access codes or information.

TERMS OF USE DISCLOSURE (to be posted on all Borough Social Media Sites)

A. Information Disclaimer

By visiting this site, you understand and agree that the Borough of Riverton local government site is provided "AS IS".

The Borough of Riverton makes every effort to provide accurate and complete information on this website. The information contained herein is not official nor in any way shall it be deemed to constitute legal notice where such legal notice is required by law. The information contained in this site is provided as a service and convenience to people needing information about the Borough of Riverton local government. Portions of the information on this site may be incorrect or not current. Borough of Riverton local government, its officers, employees or agents shall not be liable for damages or losses of any kind arising out of or in connection with the use or performance of information, including but not limited to, damages or losses caused by reliance upon the accuracy or timeliness of any such information, or damages incurred from the viewing, distributing, or copying of those materials.

B. Linking Policy -- Links To External Sites

The Borough of Riverton local government site contains links to outside websites. These websites are not owned, operated, controlled or reviewed by the Borough of Riverton local government. These links are provided solely as a courtesy and convenience to you, the visitor.

The Borough of Riverton local government, its officers or employees, exercise no control over the organizations, views, accuracy, copyright or trademark, compliance or the legality of the material contained in these outside websites. The Borough of Riverton local government, its officers or employees, do not sponsor, endorse, or approve the information, content, proceeds, materials, opinions or services contained on such outside websites. The visitor proceeds to these outside websites at his/her own risk. The Borough of Riverton local government specifically disclaims any and all liability from damages, which may result from the accessing of a third-party site, which is linked to the Borough of Riverton local government website or from reliance upon only such information.

C. Endorsement Disclaimer

Reference in this website to any specific commercial products, processes, or services, or the use of any trade firm or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation, or favoring by Borough of Riverton local government or its officers, employees or agents.

D. Copyright and Trademark Limitations

Borough of Riverton local government makes no warranty that materials contained herein are free of copyright or trademark claims or other restrictions or limitations on free use or display. Making a copy of such material may be subject to copyright or trademark laws.

E. Use of material from this site

The Borough of Riverton local government has made the content of these pages available to the public and anyone may view, copy or distribute *Borough of Riverton local government information* found here without obligation to the Borough of Riverton local government for non-commercial, personal use only, unless otherwise stated on particular material or information to which a restriction on free use may apply.

The design of this site, original graphics, and original content are all copyrighted by the Borough of Riverton and may not be re-engineered, distributed, modified, transmitted, re-used, reposted, or duplicated without the express written permission of the Borough of Riverton in each instance. All requests to use any part of the original design, code, graphics or content of this site should be made via e-mail to the Borough Clerk

F. Unauthorized Modifications

Unauthorized attempts to modify or otherwise alter any information or image stored on any Borough of Riverton local government website may result in criminal prosecution.