

Borough of Riverton, NJ, Digital Communications Policy

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GENERAL POLICY

The objective of the use of digital communications tools such as social media, website, and other communications systems (such as Nixle) by the Borough of Riverton, NJ, or its departments is to expand and facilitate the dissemination of information from the Borough to its residents, businessowners, employees, visitors, and the public. This Policy governs social media use; Nixle alerts; web-based news or alerts; and routine website updates on behalf of the Borough and/or its departments. The Borough website at www.riverton-nj.com remains the Borough’s primary and platform for communicating information. This Communications Policy may be revised at any time by approval of the Borough Council. This Policy shall be placed on the Borough website and linked on all Borough social media sites and accounts.

1. No Borough social media site or account; website; or other communications tool such as a platform like Nixle (hereafter, “digital

communications platforms”) shall be established or adopted without prior approval of the Borough Council.

2. The following is a list of official Borough communications platforms:
 - a. The following website is approved under the direction of the Borough Council / Borough Clerk: <https://riverton-nj.com/>
 - b. The Borough of Riverton use of the Nixle communications system is approved under the direction of the Borough Council / Borough Clerk.
 - c. The following social media sites are approved under the direction of the Police Chief / Riverton Police Department / Borough Clerk:
 - i. Facebook, [Riverton Police Department - NJ](#)
 - d. The following social media sites are approved under the direction of the Borough Council / Borough Clerk:
 - i. Facebook, [Riverton NJ Borough Hall](#)
 - ii. Instagram, [Borough of Riverton NJ](#)
 - e. The following social media site is approved under the direction of the Borough Council / Borough Clerk:
 - i. Facebook, [The Riverton Environmental Commission](#)
 - ii. Facebook, [Riverton Memorial Park](#)
 - iii. Facebook, [Riverton Fire Department](#)
 - iv. Facebook, [Riverton, NJ Green Team](#)
 - v. Instagram, [Borough of Riverton Green Team](#)
3. Borough digital communications platforms shall set forth that they are maintained by the Borough and that they follow this Communications Policy. Accounts will note they are “official” Borough accounts where possible.
4. Wherever possible, the Borough digital communications platforms should link back to the official Borough website for forms, documents, online services, and other information necessary to conduct business with the Borough.
5. The public should not use Borough social media sites or accounts or digital communications platforms making any official communications to the Borough. To report crimes, misconduct, or dangerous conditions, please call 911. To request an inspection or communicate other official business, please contact the Borough Office at 856-829-0120.
6. The Borough Clerk and/or their designee shall monitor Borough digital communications platforms to ensure adherence to 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 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. Information posted should be germane to the Borough, avoid any particular policy opinion or stance, and be non-partisan in nature.
 8. Designated employees such as the Borough Communications Coordinator and the Borough Clerk, as well as members of the Borough Communications Committee, may post to Borough digital communications platforms.
 9. Staff designated by the Riverton Borough Chief of Police may post to Riverton Police digital communications platforms.
 10. Volunteers designed by with the Riverton Fire Department may post to Riverton Fire digital communications platforms.
 11. Volunteers designed by the Riverton Environmental Commission Chair and Green Team Chair may post to Riverton Environmental Commission and Green Team digital communications platforms.
 12. Individuals authorized to post to any Borough communications platform should not knowingly use AI (artificial intelligence) tools to create content or the design of content.
 13. All content posted to Borough of Riverton digital communications platforms should be made accessible to people with disabilities. E.G., content should include alternative text, large typeface, and high contrast, and visual posts that include text should be written out in the main body of the post, etc.
 14. Content posted to Borough of Riverton digital communications platforms created by the Borough of Riverton should use local images or photography (rather than generic visual assets) when possible. All images, art, graphics, and other visuals featured on Borough of Riverton digital communications platforms should be used with permission and/or credit, as appropriate.
 15. Content posted to Borough of Riverton digital communications platforms created by the Borough of Riverton should feature the Borough seal when possible and appropriate.
 16. All communications should feature a positive, inclusive, community-friendly tone whenever possible.
 17. Employees, elected officials, and volunteers representing the Borough via its digital communications platforms shall always conduct

themselves as a representative of the Borough guided by this Policy and the Borough of Riverton Communication Media Policy for employee behavior in the Borough of Riverton Personnel Manual. All Borough policies are applicable to interactions on digital communications platforms when acting in an official capacity and representing the Borough.

18. Borough social media will not post images of the faces of minors without verbal permission from a guardian.
19. All Borough presence and activity on digital communications platforms 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.
20. All Borough use of digital communications platforms 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.
21. Social media sites and digital communications platforms such as Nixle are run by third parties 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 communications platform availability.

USE POLICY

1. A comment posted by a member of the public on any Borough social media site is the opinion of the commentator only. 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. There shall be no written exchange with the public following a public comment posted to the site.
2. Any attempt to hack or otherwise compromise the Borough's internet, social media sites, or other digital communications platforms will be reported to law enforcement and the perpetrator will be denied access to the sites.

3. The Borough reserves the right to deny access to its digital communications platforms for any individual who violates this Policy at any time and without prior notice.
4. Use of any Borough Facebook sites or accounts 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.
5. Use of any Borough Instagram sites or accounts 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.
6. Use of the Borough Nixle platform is bound by any applicable terms and conditions of Instagram's Terms of Service, located at <https://www.everbridge.com/about/legal/acceptable-use-policy/>, and the Borough reserves the right to report any violation of Nixle'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.
7. A "designee," or a person appointed by the Borough Clerk and/or Chief of Police, is never to be allowed to transfer Borough social media account information or allow someone access the Borough account on their behalf without prior written authorization from the Borough Clerk or Chief of Police.
8. Persons commenting or posting Prohibited Content (see below) are subject to being barred from commenting on Borough digital communications platforms.

PROHIBITED CONTENT

Posts or comments containing any of the following inappropriate forms of content shall not be permitted on the Borough's digital communications platforms and are subject to removal and/or restriction by the Borough Clerk and/or Chief of Police and/or their designees.

1. Profane, obscene, violent, or pornographic content and/or language, or sexually suggestive or explicit content or 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;
2. 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;
3. Defamatory attacks;
4. Threats to any person or organization;
5. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
6. Conduct in violation of any federal, state, or local law;
7. Encouragement of illegal activity or illegal activity;
8. Information that may tend to compromise the safety or security of the public or public systems;
9. 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 or accounts 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;
10. 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;
11. Spamming or repetitive content;
12. 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;
13. Content that incites violence;
14. Inappropriate photographs or videos;

15. Comments containing vulgar, offensive, threatening, or harassing language, personal attacks, or unsupported accusations; and, Content of a sensitive nature shall not be allowed to be posted.

BREACH OF POLICY

The Borough Clerk, Chief of Police and/or their designee may be required to remove postings on Borough digital communications platforms 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.

Any Borough communications platform content remains the property of the Borough, including all the followers generated by the site. If the person who created the site leaves the employment or volunteer role of the Borough, they must relinquish items related to the site or account including user usernames, passwords and/or access codes or information.

TERMS OF USE DISCLOSURE

[Information Disclaimer](#)

By visiting Borough of Riverton digital communications platforms, 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 Borough digital communications platforms. The information contained on these platforms is not official (except the section of the Borough website that reads, "Public Notices"). The information, unless under "Public Notices," shall not be deemed to constitute legal notice where such legal notice is required by law. The information contained on Borough social media sites and other platforms such as Nixle accounts is provided as a service and convenience about the Borough of Riverton local government. Portions of the information on Borough digital communications platforms 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.

[Linking Policy -- Links To External Sites](#)

The Borough of Riverton digital communications platforms contain links to outside websites. These websites are not owned, operated, controlled or reviewed by the Borough of Riverton. These links are provided solely as a courtesy and convenience to you, the visitor. The Borough of Riverton, 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, 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 their own risk. The Borough of Riverton 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 digital communications platforms or from reliance upon only such information.

[Endorsement Disclaimer](#)

Reference on Borough digital communications platforms 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 or its officers, employees, or agents.

[Copyright and Trademark Limitations](#)

Borough of Riverton 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.

[Use of material from Borough Digital Communications Platforms](#)

The Borough of Riverton will make any posts on its digital communications platforms available to the public and anyone may view, copy, and distribute the content and information found on these respective platforms without obligation or permission of the Borough of Riverton 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 any social media, site, original graphics, and original content are 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.

Unauthorized Modifications

Unauthorized attempts to modify or otherwise alter any Borough of Riverton social media site, website, or any posted information or image stored on any Borough of Riverton communications platform may result in criminal prosecution.

