

**FAIRFIELD TOWNSHIP
RESOLUTION NO. 17-40**

RESOLUTION TO ESTABLISH A SOCIAL MEDIA POLICY FOR FAIRFIELD TOWNSHIP.

WHEREAS, the Fairfield Township Board of Trustees believes a social media policy will add to the health, safety and welfare of the residents of Fairfield Township; and

WHEREAS, the Fairfield Township Board of Trustees desires to create a consistent Social Media Policy;

NOW, THEREFORE, BE IT RESOLVED, by the Trustees of Fairfield Township, Butler County, Ohio, as follows;

SECTION 1: The Board of Trustees authorizes the establishment of the Social Media Policy, for Fairfield Township which is attached hereto as Exhibit A.

SECTION 2: The Policy shall be kept on file in the Township Offices.

SECTION 3: That it is hereby found and determined that all formal actions of this Board concerning and relating to the passage of this Resolution were taken in meetings open to the public, in compliance with all legal requirements including §121.22 of the Ohio Revised Code.

SECTION 4: That the Board by a majority vote hereby dispenses with the requirement that this Resolution be read on two separate days and hereby authorizes the adoption of the Resolution upon its first reading.

SECTION 5: This resolution shall take effect at the earliest period allowed by law.

Adopted: April 26, 2017

Board of Trustees

Vote of Trustees:

Shannon Hartkemeyer: _____

Joe McAbee: _____

Susan Berding: _____

AUTHENTICATION

This is to certify that this is a resolution which was duly passed, and filed with the Fairfield Township Fiscal Officer, this _____ day of _____, 2017.

ATTEST:

Nancy Bock, Fairfield Township Fiscal Officer

APPROVED AS TO FORM:

Lawrence E. Barbieri, Township Law Director

FAIRFIELD TOWNSHIP BOARD OF TRUSTEES
SOCIAL MEDIA POLICY

I. PURPOSE

- A. Open communication and transparency are priorities for Fairfield Township and its Board of Trustees. Many social media websites, especially Facebook and Twitter, are being utilized by governments as a vehicle to share information and to receive feedback from citizens. Fairfield Township's primary communication objective on social media should be to be as transparent as possible by sharing information consistently through as many venues as possible in order to reach as many residents as possible. Fairfield Township participates in several social media platforms using approved guidelines to ensure content remains appropriate for all audiences. Fairfield Township's intent is not to create a public forum, but to post and distribute information.
- B. "Social Media" is an umbrella term that encompasses the various activities that integrate technology, social interaction, and content creation. Social media includes but is not limited to, forums, social networking sites such as Twitter, Facebook, LinkedIn, YouTube and MySpace and any and all other community oriented online sites.

II. ESTABLISHING A SOCIAL MEDIA PAGE

- A. Departments may requests to use social media and create accounts through the Township Administrator. Once approved, the Administrator will work with the department contact to establish a business page for the requesting department.

III. USE OF SOCIAL MEDIA

- A. All official Fairfield Township presences on social media sites or services are considered an extension of the Township's information networks and fall under the scope of the Public Records Policy. The main uses of social media fall into three major categories:
 - 1. Disseminating time-sensitive information, such as emergency information, as quickly as possible.
 - 2. Marketing Fairfield Township to prospective residents, businesses, and partners in a way to reach the broadest possible audience.
 - 3. Serving as an update center for Township meetings, changes of dates and other community messages and news.
- B. Wherever possible, content posted on Fairfield Township's social media sites should contain links directing users back to the Township's official websites for in-depth information, forms, documents or online services necessary to conduct business with Fairfield Township.
- C. Department Supervisors are responsible for the content and upkeep of any social media sites their department may create. Content shall comply with all appropriate Fairfield Township policies and procedures.

IV. STANDARDS FOR USE OF SOCIAL MEDIA

- A. Guidelines for Fairfield Township's use of the government's official social media accounts are a crucial part of the social media policy. Township employees who post and/or interact with Fairfield Township accounts must be aware of what is expected of the employee.
- B. Employees representing Fairfield Township via social media outlets must conduct themselves in a manner and demeanor becoming of the Township at all times as representatives of the township. Employees who fail to conduct themselves in an appropriate manner shall be subject to disciplinary action.
- C. The Township's intent is not to create a public forum, but to post and distribute information. Comments from third parties must directly relate to topics posted by the Township, with language appropriate for all citizens, including minors. The following content shall be considered inconsistent with the intent of these guidelines and is subject to removal:
 - 1. Comments not topically related to the particular posting being commented upon.
 - 2. Profane language or content.
 - 3. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
 - 4. Sexual content or links to sexual content.
 - 5. Solicitations of commerce.
 - 6. Conduct or encouragement of harassment or illegal activity.
 - 7. Information that may compromise the safety or security of the public or public systems.
 - 8. Content that violates copyright, trademark or other legal ownership interest of any other party.
 - 9. Comments considered political in nature or promote a specific candidate or issue.
 - 10. Comments of any kind which specifically name or promote an individual, organization and/or business.
 - 11. Comments that are not consistent with the goals and/or intent of the use of social media.
- D. This policy is not intended to interfere with or restrict an employee or citizens' right to engage in activities protected by the First Amendment of the U.S. Constitution.
- E. Township employees are prohibited from making personal attacks on residents, elected officials, employees, supervisors, and the operations or work performed by the Township on the Township's social media accounts and are otherwise prohibited from engaging in activity which can be construed as insubordinate.

V. SITE MONITORING

- A. Township social media sites shall be monitored regularly and prompt corrective action shall be taken when an issue arises that places, or has potential to place, the Township at risk.
- B. Department head shall review site activity routinely in an effort to eliminate exploitation or abuse.