

TOWN OF SECAUCUS  
COUNTY OF HUDSON

2013-184

RESOLUTION ADOPTING A SOCIAL MEDIA POLICY FOR THE TOWN OF SECAUCUS  
WEBSITE

BE IT RESOLVED, by the Mayor and Council of the Town of Secaucus, County of Hudson, State of New Jersey, to adopt the Social Media Policy, copy attached hereto and made a part hereof, for the Town of Secaucus Website.

Michael Marra, Town Clerk of the Town of Secaucus, County of Hudson, do hereby certify that the above is a true copy of a resolution approved by the

Mayor & Council on 6-25-13

*Michael Marra*

Town Clerk

*[Signature]*  
Mayor

Motion	Yes	No	Abstain	Absent
CP				
Second: GJ				
Councilman Jeffas	✓			
Councilman Costantino	✓			
Councilman McKeever	✓			
Councilman Clancy	✓			
Councilwoman Pirro	✓			
Deputy Mayor Bueckner	✓			
Mayor Gonnelli	✓			

## SOCIAL MEDIA POLICY

### **Purpose**

To address the use of Social Media communications the Town of Secaucus utilizes to provide information online; and

To encourage the use of Social Media to further the goals of the Town of Secaucus and the missions of its departments and affiliated boards, commissions and authorities.

### **Policy**

Because the Town of Secaucus has an overriding interest and expectation in deciding who may "speak" and what is "spoken" on behalf of the Town of Secaucus on social media sites, the policy is established for the use of all social media.

1. The official public webmaster for the Town of Secaucus shall recommend to the Town of Secaucus for approval social media technologies that may be suitable for use by municipal departments, affiliated boards, commissions and authorities;
2. The Town of Secaucus shall have a single presence on social media sites deemed appropriate for use. Requests for individual departmental or agency pages or sites must be approved by the Town Administrator;
3. All official Town of Secaucus presence on social media sites or services is considered an extension of the Town's information networks and is governed by all policies applicable to the use of municipal computers and electronic media as well as the municipal internet access and use guidelines.
4. Departments that use social media are 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 Records Act (OPRA), First Amendment, privacy laws, sunshine laws and information security policies established by the Town of Secaucus, its departments, affiliated boards, commissions and authorities.
5. Whenever possible, links to more information should direct users back to the Town's official website for more information, forms, documents or online services necessary to conduct business with the Town.
6. Employees representing the Town of Secaucus on social media outlets must identify themselves by name, and when relevant, by role in the Town of Secaucus municipal government. All municipal policies are applicable to interactions on social media sites when acting in an official capacity and representing the Town of Secaucus.
7. The official municipal webmaster shall monitor content on all social media sites to ensure adherence to the Social Media Policy for appropriate use, message, and branding consistent with the goals of the Town of Secaucus.
8. The municipal webmaster may have the authority to remove any information that violates this Social Media Policy or Terms of Service (TOS) at any time from any municipal social media

site in accordance with archiving and retention requirements. See section below entitled "Prohibited Content". Once removed, an e-mail will be sent to the Town Clerk's office for notification.

9. Local non-profit organizations may advertise their local events on the Town's social media outlets by obtaining prior approval from the Office of the Town Administrator or the Town Clerk. It is solely at their discretion whether an event should be allowed to be placed on the Town's social media outlets.

### **Prohibited Content**

The following is prohibited and subject to removal:

- a. Comments not topically related to the particular post being commented upon
- b. Comments that promote, foster or perpetuate discrimination on the basis of creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
- c. Comments that include vulgar, offensive, threatening or harassing language, personal attacks or unsupported accusations
- d. Obscene or sexual content or links to obscene or sexual content
- e. Illegal activity or encouragement of illegal activity
- f. Information that may tend to compromise the safety or security of the public or public systems
- g. Comments from children under 13 cannot be posted in order to comply with the Children's Online Privacy Protection Act. By posting on a Town of Secaucus media site, users acknowledge that they are at least 13 years old
- h. Content that violates a legal ownership interest of any other party

### **Applicability**

This policy shall apply to all municipal agencies and departments as well as any affiliated government or non-government agency or official permitted by the Town of Secaucus to post on its social media sites.

## TERMS OF USE

### **Agreement between User and Town of Secaucus**

The Town of Secaucus makes this website available to you based upon and subject to your unconditional acceptance without modification of the terms, conditions, and notices contained herein. Your use of this website constitutes your acknowledgement of, and agreement to all such terms, conditions, and notices. The Town may revise these Terms of Use at any time and from time to time by updating this posting. You should visit this page from time to time to review the then current Terms of Use because they are binding on you.

### **Use of Website**

The Town of Secaucus hereby grants you a non-exclusive, non-transferable license for the term hereof to access and download, display, and print one copy of the content and functionality displayed on this website (the "Website Content") on any single computer solely for your own personal use, provided that you do not modify the website content in any way and that you retain all copyright and other proprietary notices displayed on their website content. You may not otherwise reproduce, modify, distribute, transmit, post or disclose the website content without the prior consent of the Town of Secaucus.

### **Copyrights**

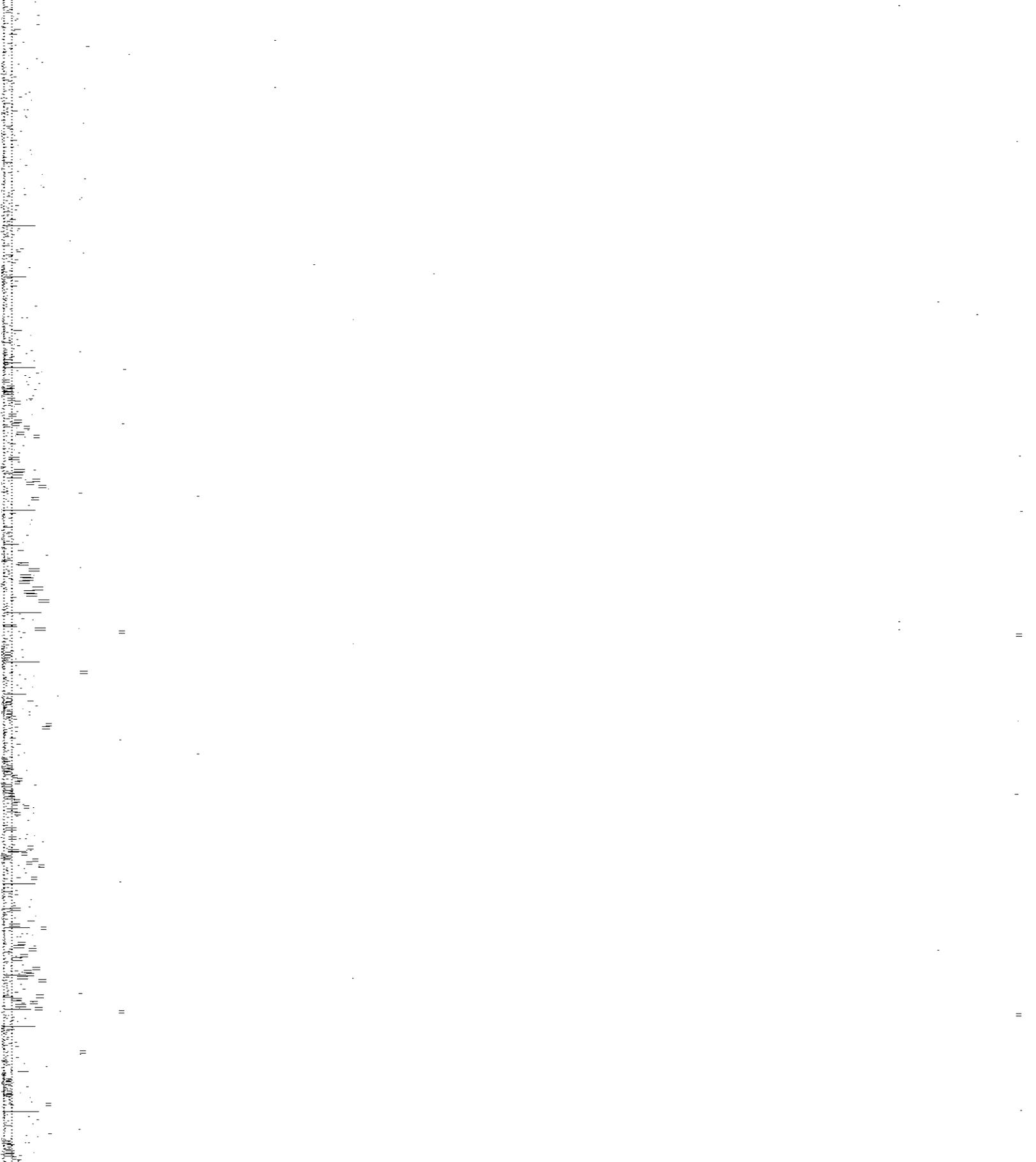
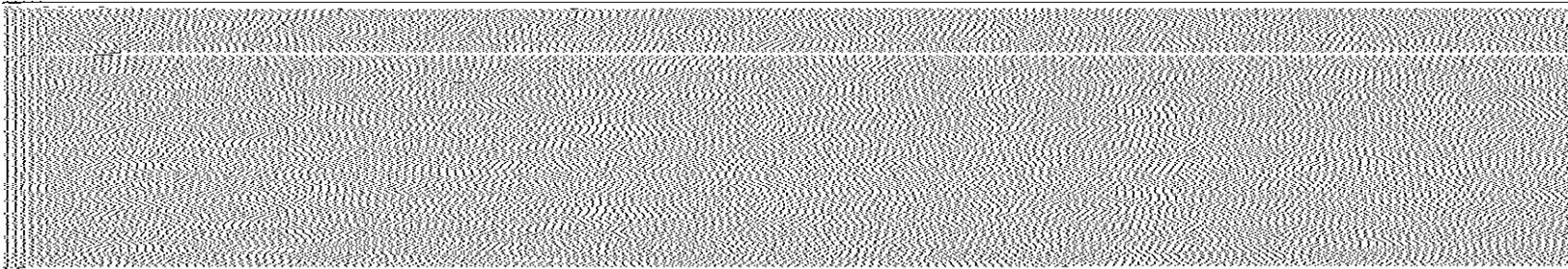
All of the information and content of this website, including, but not limited to its text, graphics, logos, icons and images and the selection and arrangement thereof, is the exclusive property of the Town of Secaucus or its licensors and is protected by U.S. and international copyright laws. All rights not expressly granted are reserved.

### **General Disclaimer**

The Town of Secaucus provides and maintains this website for the convenience of the user. While every reasonable effort is made to keep the information contained on or accessed through this website accurate and up-to-date, such information could include technical inaccuracies, typographical errors, or other mistakes. Accordingly, the Town of Secaucus provides this website and the information accessed on or through it without guarantee, warranty or representation of any kind. In the case of any errors, discrepancies, or conflicts, between information appearing on or accessed through this website and the official, printed version of such information that is available at Town Hall, including, but not limited to, any errors, discrepancies, or conflicts related to deadline dates or other requirement for the submission of materials or documents to the Town of Secaucus, the official printed documents or materials maintained and available at Town Hall will take precedence and control in all cases. Independent verification of all information of this website is strongly recommended.

### **Communications with the Town of Secaucus**

Communications made through an electronic mail and/or messaging capabilities that may be available through or in connection with this website shall in no way be deemed to constitute legal notice to the Town of Secaucus or any of its agencies, departments, officers, employees, agents or representatives with respect to any matter of any type or kind, including, but not limited to, with respect to any application, bid, submission, or existing or potential claim or cause of action against the Town of Secaucus or any of its agencies, department, officers, employees, agents or representatives.



**Choice of Law: Jurisdiction**

These Terms of Use supersede any other agreement between the Town of Secaucus and you to the extent necessary to resolve any inconsistency or ambiguity between them. These Terms of Use will be governed by and construed in accordance with the laws of the State of New Jersey, without giving effect to any principles of conflicts of laws. Any claim or dispute related to or arising under or in connection with this website or these Terms of Use must be brought in the Superior Court of New Jersey in Hudson County, New Jersey within one (1) year of the date on which such claim or dispute arose. A printed version of these Terms of Use shall be admissible in judicial and administrative proceedings based upon or relating to these Terms of Use to the same extent and subject to the same conditions as other business documents and records originally generated and maintained in printed form.