

**BOARD OF TRUSTEES
KINGSVILLE TOWNSHIP, ASHTABULA COUNTY, OHIO**

RESOLUTION NO. 2018-004

ESTABLISHING A POLICY FOR SOCIAL MEDIA AND PUBLIC OUTREACH

WHEREAS, the Kingsville Township Trustees are committed to open communication with township residents to promote the delivery of timely and useful information relating to government operations, functions, and records;

WHEREAS, the township is dedicated to utilizing the latest tools and resources available to foster this open communication including social media platforms, such as, Facebook, Twitter, Instagram and related technologies;

WHEREAS, the township wishes to establish clear guidelines regarding content, public feedback, and the dissemination of information;

BE IT RESOLVED, by the Kingsville Township Board of Trustees, Ashtabula County, State of Ohio that on behalf of the residents of Kingsville Township, does hereby establish a social media and public outreach policy as follows:

Definitions

“Social media platforms” are external websites or services on non-Township servers that provide a variety of ways for users to receive information.

“Content Manager” is the individual responsible for maintaining all information on a social media site. The Content Manager may assign “designees” to support posting and monitoring social media platforms.

“Posting” refers to the publishing of content on a social media site.

General Guidelines

Kingsville Township will use social media platforms to provide information, direct users to the official Kingsville Township website, and deliver a consistent and professional message to the community.

Information to be included on the social media platforms includes general township information, such as, projects, meetings, special events, services, policies, achievements, and notices.

The Kingsville Township Trustees and the Fiscal Officer, as the duly elected officials of the township, are automatically considered Content Managers. The trustees may also designate other individuals as they see fit to manage the content of the township’s social media sites. Regardless of position, any Content Manager shall adhere to the usage and content guidelines set forth in this policy.

Usage and Content Guidelines of Social Media Platforms

1. If any platform allows posting comments by third parties, then third party comments may be allowed by the Township in its sole discretion subject to the right of the Content Manager to remove inappropriate content determined to be in violation of one or more of the standards enumerated in this guideline, or for any other appropriate and lawful reason.
2. The Township also reserves the right to disable the comment function and/or discontinue use of the platform at any time without explanation and/or warning.
3. 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 that is appropriate for all citizens (including minors). The following content shall be considered inconsistent with the intent of this guideline and is subject to removal:
 - a. Comments not topically related to the posting being commented upon
 - b. Profane language or content
 - c. Content that promotes, fosters or perpetuates discrimination based on race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
 - d. Sexual content or links to sexual content
 - e. Solicitations of commerce
 - f. Conduct or encouragement of illegal activity
 - g. Information that may compromise the safety or security of the public or public systems
 - h. Content that violates copyright, trademark or other legal ownership interest of any other party
 - i. Accusations made toward an individual that imply a person is guilty of any criminal conduct or immoral activity. Defamatory material will not be permitted. These social media and web-based platforms designed solely for the communication of information are not an appropriate forum for registering allegations of criminal activity or other accusations against individuals.
 - j. Comments considered political in nature or promote a specific candidate or issue
 - k. Comments of any kind which specifically name or promote an individual, organization and/or business
 - l. Comments that are not consistent with the goals and/or intent of the use of social media.
4. The Township reserves the right to "un-friend", deny or discontinue access to Township social media pages to any individual who violates the Usage and Content Guidelines of Social Media Platforms outlined in this policy.
5. The Township's use of social media platforms will comply with all provisions of Ohio laws and with policies issued by the Kingsville Township Board of Trustees.
6. Kingsville Township will not directly respond to questions and comments posted to its social media platforms. If it is determined that, based upon comments, additional clarification is required on a specific topic, the Township will offer a new posting to all users to clarify a previous posting.
7. Kingsville Township will not comment on the social media accounts of others.
8. Chat functions on any of the Township's social media platforms will not be used.
9. All Township social media platforms shall clearly indicate they are maintained by Kingsville Township and shall have Kingsville Township contact information available on the site.
10. No Township employee's personal information or email addresses will be posted on these sites.

11. Notwithstanding any other provision hereof, the Township's website may link to the Township's official social media pages.
12. Social media platforms and other network applications established pursuant to this guideline will not be an appropriate forum by which citizens may ask questions or request information or records from the Township. Questions posted on a Township social media platform established pursuant to this guideline may not receive an answer because the site will not be monitored for this purpose.
13. Each Township social media platform shall include an introductory statement that clearly specifies the purpose of the site and references the Social Media Usage Guideline directing users to the Township website for additional information.
14. Kingsville Township employees and appointed and elected officials shall not disclose information about confidential Township business on Kingsville's social media platforms and all use of social media platforms by elected and appointed officials shall follow Ohio's open meeting laws. Employees and elected officials' posts reflect their own views and not necessarily those of Kingsville Township. Comments by any citizen or individual do not represent the opinions of and are not necessarily endorsed by Kingsville Township.
15. The Content Manager will review all Township-related information prior to posting on social media platforms.
16. At the sole discretion of the Township, the Content Manager may disable functions or applications on the Township's social media platforms that are not needed or desired, and the decisions on which features to maintain or disable shall be at the sole discretion of the Township. No rights are created in any third party with respect to how the Township may utilize the applications and features on social media platforms. Similarly, the decision on whether to allow posting or responses by third parties and the deletion of any such responses or postings shall be in the sole discretion of the Township and outside parties do not have any authority or right to control content or the length of time content may be posted.
17. The Township reserves the right to temporarily or permanently suspend access to official Township social media platforms at any time.
18. All information posted by the Township on social media platforms may be subject to the Ohio Public Records Act and the Sunshine Law. The Content Manager, in coordination with Public Records Commission designees, shall maintain an archive of all information posted to the site, which archive shall be maintained consistent with the Township's Records Retention Schedules, in the event the content cannot be retrieved from the actual site itself.
19. The Content Manager or his/her designees will review the social media platforms on a consistent and routine basis to ensure they are updated and information is being posted in a timely manner and comments are being monitored. If comments are found to be contrary to the Usage and Content Guidelines of Social Media Platforms, a "screen shot" of the comment will be captured for public records purposes and the comment will be deleted from Kingsville Township's page. Screen shots shall be maintained in accordance with the Township's record retention schedule as it relates to social media.
20. Township elected officials and members of all subsidiary boards and commissions of the Township shall not engage in online discussions concerning matters which may foreseeably come before them for action. All members of official bodies, agencies and committees of Kingsville Township, including Board of Trustees, Board of Zoning Appeals, Zoning Commission, etc. are subject to the Public Records Act and the Sunshine Law.

NOW, THEREFORE, this Resolution shall be in full force and effect upon its passage and approval by the Board of Trustees and as further provided under Ohio law.

Board of Trustees

Jim Branch, Chairman

Karl Brunell, Vice-Chairman

Michael Cliff, Trustee

CERTIFICATION:

I, Sarah Patterson, Fiscal Officer of Kingsville Township, hereby certify that the foregoing is a true and correct copy of a resolution adopted by the Board of Trustees of Kingsville Township at a regularly scheduled meeting on March 14, 2018.

Signed: _____

Sarah Patterson
Fiscal Officer of Kingsville Township
Ashtabula County, Ohio