

**SOCIAL MEDIA COMMENT POLICY
GENOA TOWNSHIP**

The statements and/or views expressed in comments posted to the Township's social media pages are solely the statements or views of the user posting the comment, are solely attributable to the user posting such comment, and are not necessarily the statements or views of Genoa Township. No interpretation shall be made to the contrary.

Comments are welcomed so long as participants do not post content identified by this policy as "Prohibited". Genoa Township may remove any and all posted comments which the Township, in its sole discretion, deems to contain "Prohibited Content."

The term "prohibited content" will be interpreted to include the following:

- Violent, obscene, profane, hateful or inappropriate language or statements regarding race, gender, religion, nationality, sexual orientation, or age.
- Libelous or defamatory statement, image, or video.
- Threats of violence.
- Threats of harm to or attacks upon the reputation of any person or organization.
- Content which suggests or encourages illegal activity.
- Content which promotes alcohol, tobacco products, or any illegal product, service, or activity.
- Content which supports or opposes a candidate for political office or supports or opposes any ballot issue or levy.
- Content which supports or opposes any labor organization, or which supports or opposes any action by, on behalf of, or against any labor organization.
- Advertisements or solicitations of any kind.
- Matters unrelated to the business of Genoa Township.
- Personal information, including email addresses, telephone numbers, mailing addresses or identification numbers.
- Content which does not conform to [Ohio Revised Code 9.03](#) requirements.

Genoa Township may limit the ability to post comments in the future for users who continually violate this policy.

Content posted to the Township social media pages constitute public records, as that term is defined by Ohio's Public Records Act. As such, posts which are created by or received by the Township and which are stored on the Township's social media pages will constitute a public record. Importantly, even citizen-posts which are deemed 'prohibited content,' and thus removed, will constitute public-records subject to the Revised Code's requirements.

This policy is subject to amendment or modification at any time to ensure its continued use is consistent with its intended purpose.

PROVIDED AS REFERENCE:

RECORD RETENTION SCHEDULE

(Approved by Genoa Township Board of Trustees 11/16/2017)

Social media records will be retained for a period of one year.

EXPENDING PUBLIC FUNDS

Pursuant to [R.C. § 9.03\(B\)](#), the Township may expend public funds to create a Township Facebook page, in order to communicate information about the Township's plans, policies and operations to members of the public who may be affected by the Township.

EMPLOYEE SOCIAL MEDIA POLICY

(Adopted by the Genoa Township Board of Trustees 9/1/2017)

Genoa Township Trustees encourage innovative ways to utilize technology and therefore recognize the value and importance of social media as a mode and platform for communication. The use of social and business networking sites by Township employees, our residents and those with whom we do business is becoming more commonplace for general business practices; therefore, the Trustees provide the following policy to guide employee use of social media technology, sites and/or forms of communication. The Township also acknowledges social media is evolving at a rate which cannot be fully anticipated by these guidelines. Employees are asked to use their discretion and professionalism when communicating in a social media forum.

1. **Policy:** These guidelines are governed by the principles of the Genoa Township Personnel Policy, as signed by employee prior to date of employment.
2. The Township prohibits use of, or updates to, personal social networking sites or social media platforms with Township equipment and/or on Township time.
3. **Users:** Departments may designate individuals to post Township-related updates and information relevant to their areas of expertise on or to social media networks or platforms. Designees' names must be given to the Township Administrator. The Township Administrator will maintain a list of departmental users and account holders and provide relevant updates, as well as coordinate exchange of news, internal links and information.
4. If you are using an account for Township/work purposes, identify yourself as a Township employee in all instances.
5. **Facebook:** The Township will maintain a Facebook Fan page for official Township posts and information. The Communications Director will serve as the primary administrator for the page. Departments have the option of setting up and maintaining a Facebook Fan page for their individual department. Content on all Township Facebook Fan pages must adhere to and follow the guidelines of the Township Social Media Policy that is to be coordinated by the Communications Director.
6. **Twitter:** Departments may maintain their own Twitter accounts. It is requested each department follow other Township accounts, including @tellGenoa, so that information can be exchanged, re-tweet important facts and information, and avoid duplication. Departments manage their accounts and may determine relevant account settings (followers, protection on updates), but must designate a single account administrator as a point of contact (see #5). The Communications Director can be a resource for information and advice.