

CLEARFIELD COUNTY RECREATION & TOURISM AUTHORITY

SOCIAL MEDIA POLICY

Introduction

The Clearfield County Recreation & Tourism Authority (hereinafter the "Authority") makes every effort to make prudent use of available technology to those performing services for the Authority, and makes every effort to provide accessible and accurate information to those served by the mission of the Authority. To better achieve this goal, the Authority shall make use of social media accounts. The purpose of this policy is to establish procedures for the proper use of the Authority's social media accounts by employees, agents, residents, and other users. The use of social media introduces new opportunities and risks. This policy is an attempt to properly and fairly balance both the benefits and risks, so the best product can be achieved.

Authority

This regulation is issued pursuant to the Municipal Authority Act, Title 53 Pa.C.S. at Ch. 56, of the and has been approved by the Board of Directors of the Clearfield County Recreation & Tourism Authority.

Objective

This policy aims to support the Authority's use of social media as an effective communication tool and sets forth the guidelines and requirements established by the Authority Board of Directors for using social media effectively. The Authority reserves the right to amend this policy, as needed and at any time. The Authority also reserves the right to suspend, modify, or cancel any Authority social media account, as needed and at any time.

Scope

This policy is applicable to all authorized users, employees, elected or appointed officials, agents, contractors, users of any kind, or anyone else who contributes or comments on any posts to the use of social media accounts held in the name of the Authority or any established subsidiary of the same. Any questions regarding this policy or its implementation should be directed to the Executive Director of the Authority or, in the alternative, to the Authority's Solicitor.

Authorized Users

The employees authorized to use the Authority's social media account shall be the Executive Director and _____ (hereinafter "Authorized Users").

The following individuals shall have administrative rights for and over the Authority's social media accounts: the Executive Director and _____ . Other users may be appointed on a temporary or as-needed basis at the discretion of the Executive Director or as appointed by the Authority's Board of Directors. Accounts shall be opened and closed at the sole and exclusive direction of the Authority's Board of Directors.

All accounts shall be opened using email accounts issued, controlled, or otherwise known to the Authority leadership. Exceptions may be made when deemed necessary and appropriate by the Executive Director. At no time will any other personal or business email account be linked to the Authority social media accounts. Authorized users expressly agree that the Authority social media accounts and the contacts found therein shall be used for the sole and exclusive benefit of the Authority and its mission and for no other purpose, either private or personal.

Authorized users shall maintain the security of all usernames, passwords, and other log-in information to Authority social media accounts and shall not disclose or share this private, proprietary information with any other third party. Authorized users agree to abide by all terms and conditions of the various social media platforms which each will be using on behalf of the Authority.

Authority social media accounts, as well as all original content generated through the use of these accounts, will remain the sole and exclusive intellectual property of the Authority to the fullest extent permitted by law. Upon the termination of an Authorized User's employment or agency with the Authority: (i) the Authorized User's right to use the Authority social media accounts shall be automatically terminated; and (ii) the log-in passwords associated with the Authority's social media accounts shall be changed.

Rules for Use

All postings to Authority social media accounts shall include items that further the mission and purpose of the Authority, and may include, but are not limited to, text, photographs, fliers, images, video, and other media formats. The purpose of all posts and accompanying media is, first and foremost, to further the mission and purpose of the Authority and to generally benefit the residents of Clearfield County, Pennsylvania, and those visiting Clearfield County, Pennsylvania.

It shall remain the sole and exclusive prerogative of the Authority, its Board, or executive staff to allow or prohibit comments on any Authority post or any of its social media accounts. When the comment feature is enabled, the following guidelines, rules, and regulations will be strictly applied and enforced. Any user of an Authority social media account expressly agrees to follow and abide by these guidelines, rules, and regulations as a condition of that user's participation on any Authority social media account:

- i. Profanity filters shall be turned on, when and where available, to filter out and prevent posting of comments containing such profanity.
- ii. Authorized users shall monitor public comments on the Authority social media accounts periodically during business hours, and shall respond to public comments as needed, as appropriate, or in accordance with this policy in a professional and timely manner.
- iii. If a comment is not on topic with respect to the Authority's post or subsequent conversation, via the comment section, then the comment shall be removed, regardless of whether it is favorable or unfavorable to the Authority.
- iv. If a comment is offensive, obscene, vulgar, defamatory, libelous, discriminatory, threatening, harassing, relates to illegal behavior, or is off topic or out of context to the original post, the Authority may remove such comment at its sole and exclusive discretion and may delete or remove a user for continued abuses and violations of this policy.
- v. At the request of members of the public or the business community who have had comments removed or deleted, the Authority may provide a response to such inquiry at the sole and exclusive discretion of the Board of Directors and the executive staff.
- vi. If a comment includes false or misleading information, the Authority may respond to correct such inaccuracy or may elect to remove such a comment.
- vii. Members of the general public who repeatedly post comments in violation of this policy, and the rules and regulations thereof, will be determined to be harassing and will be subject to removal and deletion.

This policy specifically and expressly authorizes Authority staff to review the comments posted to our social media pages on a regular basis and reserve the right to delete comments that contain the following:

- i. Profane and/or vulgar content;
- ii. Sexually suggestive or harassing content;
- iii. Obscene content;
- iv. Nudity in a participant's profile picture;
- v. Threats of physical or bodily harm;
- vi. Defamatory statements;
- vii. Disparaging language or hate speech targeting an individual's race, color, religious creed, ancestry, age, gender, sexual orientation, gender identity or expression, national origin, AIDS or HIV status, or disability;
- viii. Commercial content promoting or soliciting service or products;
- ix. Content promoting political organizations;
- x. Name-calling and/or personal attacks;
- xi. Spam, such as the same comment posted repeatedly;
- xii. Personally identifying, sensitive and/or private information;
- xiii. Language or content suggesting or encouraging illegal activity;
- xiv. Information that could reasonably compromise public safety; and
- xv. Other content that the Authority deems inappropriate.

Requests for private information to be publicly posted will be denied, unless determined to be consistent with the Authority's mission and purpose. Authorized users, who have been denied access to the Authority social media accounts, may request a review of the denial through the Authority's Board of Directors. Such request must be made in writing.

Requests from private individuals or businesses that are not associated with a business within Clearfield County may be accepted or denied at the sole discretion of the Authority. Creation of social media accounts by the Authority does not create an automatic right to participation or inclusion in the Authority's social media presence. The Authority may block any other social media user, in the Authority's sole and exclusive discretion, if such user posts comments and content in violation of this policy or its rules and regulations.

Communications posted on our social media pages will not be construed as satisfying requirements for legal notice or service, shall not be considered official public comment, and shall not be construed as an official request for records pursuant to the Right-to-Know Law.

Comments by the general public to the Authority's social media accounts does not, in any way, reflect the opinions and positions of the Authority, its Directors, employees, agents, or partners. Such comments are the sole and exclusive product of the authority of the said posting. Users of the Authority's social media platforms are encouraged to contact the Authority office at (814) 765-5734 to report inappropriate social media content.

Use of Outside Social Media by Employees & Directors

Employees, appointees, Directors, agents, and contractors, who are not authorized users, do not have access to the Authority social media accounts. However, these individuals may maintain personal or private social media accounts. Authority employees and Directors are encouraged to use common sense when navigating, posting and commenting, and using other social media sites.

In particular, Authority employees or Directors shall not:

- i. Post or discuss any confidential or privileged information of the Authority via his or her personal social media account or through commentary to another's social media account.
- ii. Harass any employee, agent, or contractor of the Authority.
- iii. Violate the intellectual property rights of the Authority.

Further, employees, appointees, Directors, agents, and contractors are expressly warned that, once in the public, social media sphere words and posts cannot be taken back; thus, if any social media activity whatsoever has the effect of putting the public reputation of the Authority into question or disrepute, that employee, appointee, Director, agent, or contractor may be subject to discipline, including but

not limited to, termination and/or removal as a consequence of that social media activity.

Amendment

We reserve the right to modify this policy at any time, at the sole and exclusive discretion of the Authority Board of Directors. Continued use of our social media pages following the posting of any modification signifies express acceptance of such modification and the terms and rules of this policy.

Date Adopted: 2/10/21

Chairman Signature: Simon Williams

