

BOROUGH OF MENDHAM
MORRIS COUNTY, NEW JERSEY

RESOLUTION #160-2020

RESOLUTION AMENDING THE POLICIES OF THE BOROUGH TO INCLUDE AN UPDATED SOCIAL MEDIA POLICY FOR ALL BOROUGH EMPLOYEES AND OFFICIALS

WHEREAS, The Borough administration recognizes the significant impact of social media and the important distinction between personal social media accounts and those related to Borough business; and

WHEREAS, the administration recommends that the social media policy be amended to require elected officials to review information to understand the importance and distinctions of social media policies and guidelines for elected officials.

THEREFORE, BE IT RESOLVED by the Borough Council of the Borough of Mendham, in the County of Morris and State of New Jersey, as follows:

1. All elected officials shall be required to review a memorandum by the Borough Attorney and endorsed by the Administration, relating to important information entitled "Important Information Pertaining to Social Media for Elected Officials."
2. The Mayor and Council hereby adopt an amendment to any and all personnel policies to reflect important social media guidelines for all Borough elected officials, appointments, volunteers, and employees of the Borough.
3. A copy of the amendment to the policies is on file with the Borough Clerk.

BE IT FURTHER RESOLVED that the Administrator is hereby authorized to take necessary action in order to provide this information to all employees, officials, volunteers, an appointees to implement adherence to the policies.

This Resolution shall take effect immediately.

Dated: October 26, 2020

BOROUGH OF MENDHAM AMENDED SOCIAL MEDIA POLICY

OCTOBER 26, 2020

1. This policy is a supplement to any other policy, guideline, rule, regulation or law of the Borough of Mendham or State of New Jersey regarding the use of Borough information and social media.
2. A Borough official is considered an employee, appointee, volunteer or an elected official of the Borough of Mendham and should adhere to the terms of this amended social media policy.
3. If an elected official interacts on social media sites such as Facebook, Twitter, Instagram, or other similar sites, the official should not post information regarding Borough business. This includes, but is not limited to, the following: answering inquiries regarding Borough business, commenting regarding Borough business, and cut and pasting information from the Borough website or other sources of information that was gathered as an official of the Borough, without receiving approval of the administration.
4. In the event that there is a question on a social media site regarding Borough business, the first step in the protocol of a response should be to advise the member of the public that the inquiry is being forwarded to the Borough Administrator for further review, comment and a possible response. A Borough official should not attempt to answer such an inquiry as the official would be responding on behalf of the governing body or the Borough without such authorization of the governing body or administration.
5. A Borough official is permitted to respond to inquiries related to an administrative item such as the time or location of a Borough meeting, contact information for the administration, or the Borough's holiday schedule, in order to provide members of the public with information regarding scheduling or contacts for further inquiries.
6. This policy shall not limit anyone's ability to maintain a social media presence as a member of the public or for personal or political purposes. However, in accordance with any such response or activity, the individual shall prominently state that such communication "is not being made as a Borough official on behalf of the Borough of Mendham."
7. Any other questions or issues that may arise in the course of social media usage shall immediately be directed to the Borough Administrator prior to responding to same.