

Clark Township Social Media Terms of Usage Policy for Public Users

Purpose

Clark Township and its agencies use social media to provide information about programs, services, alerts and more to the community. This social media and electronic engagement policy has been adopted to provide guidelines for the use of Clark Township's media sites by members of the public. The policy is intended to ensure that all interactions on these sites are respectful, productive, and in compliance with applicable laws and regulations.

Scope

This policy applies to all members of the public who interact with Clark Township social media sites. This includes but is not limited to comments, likes, shares, and direct messages. Clark Township's social media team reserves the right to modify this policy at any time to ensure the effective and appropriate use of social media by the agency and its constituents.

Guidelines for Public Interaction and Commenting

By posting on Clark Township social media sites, users attest and certify that they are at least 13 years old, understand that social media sites are subject to review and moderation by the Clark's social media team and understand that failure to follow these guidelines may result in inappropriate content being removed without notice and the poster being removed from the group. The following guidelines must be followed by members of the public when interacting with Clark Township social media sites:

- a. Respectful Conduct: Members of the public must engage in respectful conduct when interacting with government agency social media sites. Comments, messages, or any other content that is harassing, personally attacking, threatening or defamatory will not be tolerated.
- b. Discriminatory Actions: Content that promotes, fosters, suggests or perpetuates discrimination on the basis of race, creed color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental ability or sexual orientation will be removed.
- c. Appropriate Language: Members of the public must use appropriate language when interacting with Clark Township social media sites. Obscene, vulgar, violent, or otherwise profane or offensive language will not be tolerated.
- d. Relevant Content: Members of the public must ensure that their comments, messages, and other content are relevant to the topic being discussed on Clark Township social media sites. Content that is false, of a sexual nature, repetitive or spamming will be removed.
- e. Personal Information: Members of the public should not share their personal information or that of anyone else such as their address or phone number, no matter how easily obtained elsewhere on Clark Township social media sites.

f. Intellectual Property: Members of the public must respect intellectual property rights and should not post copyrighted material or other content that infringes on the rights of others including proprietary, confidential or privileged information.

g. Political Campaigning: Members of the public should not engage in political campaigning or any other activity that violates federal, state, or local laws.

h. Solicitation: There shall be no solicitation of commerce, including but not limited to advertising of any business or product for sale by members of the public.

i. Harassment of Township Employees: Public users must not harass or target the Township employees or operators of the agency's social media sites. Any complaints or issues related to the site's operation should be directed to Clark's Business Administrator.

j. Unlawful Conduct: Conduct in violation of, or encouragement of any activity in violation of, any federal, state or local law or that compromises public safety will not be tolerated.

Monitoring and Moderation

Clark Township reserves the right to monitor and moderate all interactions on their social media sites. This includes the right to remove any content that violates these policies or is otherwise deemed inappropriate.

Clark Township reserves the right to deny access to its social media sites to any individual or group that violates the Township's social media policies at any time and without prior notice. The Township is not responsible to provide notice after removal.

Enforcement

Failure to comply with this policy may result in the removal of content, suspension of access to Clark Township's social media sites, or other appropriate action.

Disclaimer

The views expressed by members of the public on Clark Township social media sites do not necessarily reflect the views of the municipality. Clark Township is not responsible for any content posted by members of the public on their social media sites.

Sweepstakes, Contests and Games

Any sweepstakes, contests, games or promotions made available on the Clark Township website or social media channels may be governed by specific rules that are separate from these social media policy usage rules. When selecting to participate in any promotion, the individual will become subject to the rules of the promotion which may vary from the terms and conditions set forth herein.

Contact Information

Members of the public who have questions or concerns about this social media policy or the use of Clark Township's social media sites should contact the Township's Director of Communications at 732-388-3600.

By following this social media policy, members of the public can help ensure that their interactions with Clark Township social media sites are productive and respectful, and that the Township is able to use social media effectively to engage with the public.

Government Agency Response to Inquiries

a. Clark Township social media administrators are not required to respond to inquiries on their social media sites, nor will the Township accept comments or messages sent through the sites as official notification of a need or issue by the public. The agency's team may not be able to provide a complete response to inquiries made through social media, due to the limitations of the platform or the complexity of the question.

b. To ensure a timely and complete response, members of the public should contact Clark Township through traditional channels such as email, phone, or walk-in service. Contact information for the agency's offices and departments can be found on its website.

c. Information shared on the agency's social media sites should not be considered as legal notice and may not be complete or up to date. Members of the public who require legal advice or other official notifications should contact the agency directly through traditional channels.

d. The agency's social media team may direct members of the public to specific resources or departments, but this does not constitute legal or official advice or notification.

By understanding the limitations of social media as a communication platform, members of the public can ensure that they receive accurate and complete information from government agencies, and that their inquiries and requests are addressed in a timely and appropriate manner.