

ORDINANCE NO. 2391-23

AN ORDINANCE OF THE CITY OF WOODBURY ADOPTING A STANDARD OPERATING PROCEDURE (SOP) FOR THE COMMUNITY USE OF SOCIAL NETWORKING SITES FOR THE CITY OF WOODBURY

BE IT ORDAINED, by the Mayor and Council of the City of Woodbury, in the County of Gloucester, and the State of New Jersey, that there is hereby established a new Standard Operating Procedure for Community Use of Social Networking Sites of the City of Woodbury

Section 1. A "Standard Operating Procedure for Community Use of Social Networking Sites of the City of Woodbury" is hereby created for the City of Woodbury to read as follows:

PURPOSE:

This policy establishes guidelines for the establishment and use by the City of Woodbury of social media sites (including, but not limited to, Facebook®, Twitter®, Instagram®, and LinkedIn®) as a means of conveying the City of Woodbury, Woodbury City Police, and Woodbury Fire Department ("Woodbury"), information to its citizens.

The intended purpose behind establishing the City of Woodbury's social media sites is to disseminate information from Woodbury, about Woodbury, to its citizens. The City of Woodbury has an overriding interest and expectation in deciding what is "spoken" on behalf of the Woodbury social media sites.

For purposes of this policy, "social media" is understood to be content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media include Woodbury websites, Facebook®, blogs, MySpace®, RSS, YouTube®, Second Life®, Twitter®, LinkedIn®, Delicious®, Pinterest®, Instagram® and Flickr®. For purposes of this policy, "comments" include information, articles, pictures, videos, or any other form of communicative content posted on a City of Woodbury social media site.

GENERAL POLICY:

1. The establishment and use by any Woodbury department of Woodbury social media sites are subject to approval by the Woodbury Administrator or his/her designees. All City of Woodbury social media sites shall be administered by the Deputy City Administrator, City Clerk, and his/her designees.
2. Woodbury social media sites should make clear that they are maintained by the City of Woodbury and that they follow Woodbury's SOP for community use of social networking sites of the City of Woodbury.
3. Wherever possible, Woodbury social media sites should link back to the official City of Woodbury website for forms, documents, online services, and other information necessary to conduct business with the City of Woodbury.

4. The Deputy City Administrator, City Clerk, and his/her designees will monitor content on the City of Woodbury's social media sites to ensure adherence to both the City's social media policy and the interest and goals of the City of Woodbury.
5. The City of Woodbury reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law. Any content removed based on these guidelines must be retained by the City Clerk for a reasonable period of time, including the time, date, and identity of the poster, when available.
6. These guidelines must be displayed to users or made available by hyperlink.
7. The City of Woodbury will approach the use of social media tools as consistently as possible, enterprise-wide.
8. The City of Woodbury's website, Woodbury.nj.us, will remain the City of Woodbury's primary and predominant internet presence.
9. All Woodbury social media sites shall adhere to applicable federal, state, and local laws, regulations, and policies.
10. Woodbury social media sites are subject to the Open Public Records Act (OPRA).¹ Any content maintained in a social media format that is related to Woodbury business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure.
11. Employees representing the Woodbury government via Woodbury social media sites must conduct themselves at all times as representatives of Woodbury and in accordance with all Woodbury policies.
12. This standard operating procedure may be revised at any time.
13. Comments on topics or issues not within the jurisdictional purview of the City of Woodbury may be removed.
14. The City of Woodbury does not endorse any links or advertisements that may show up on social media pages.

COMMENT POLICY;

The following guidelines shall constitute the comment policy for any City social networking sites which allow for comment:

1. As a public entity, the City of Woodbury must abide by certain standards to serve all its constituents in a civil and unbiased manner.
2. The City of Woodbury's social media pages are intended to be family-friendly, so please keep your comments clean by following these simple rules. In addition to keeping it family-friendly, we require that you follow our posting guidelines here. Please note that we utilize Facebook's® automatic content filtering feature. All City of Woodbury social media content is subject to monitoring.
3. The intended purpose behind establishing the City of Woodbury's social media sites is to disseminate information from Woodbury, about Woodbury, to its citizens.
4. Comments containing any of the following inappropriate forms of content shall not be permitted on City of Woodbury social media sites and are subject to removal and/or restriction by the Deputy City Administrator, City Clerk, and his/her designees:

- a. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin;
 - b. Defamatory or personal attacks;
 - c. Comments not related to the original topic, including random or unintelligible comments; Profane, obscene, violent, or pornographic content and/or language;
 - d. Threats to any person or organization;
 - e. Comments in support of, or opposition to, any political campaigns or ballot measures;
 - f. Solicitation of commerce, including, but not limited to, advertising of any business or product for sale;
 - g. Conduct in violation of any federal, state, or local law;
 - h. Encouragement of illegal activity;
 - i. Information that may tend to compromise the safety or security of the public or public systems; Content that violates a legal ownership interest, such as a copyright, of any party;
 - j. Harassment or content which constitutes and/or facilitates stalking;
 - k. Content which violates the right to privacy;
 - l. Encouragement of violence;
 - m. Repetitive content;
 - n. Comments which may reasonably interfere with, inhibit, or compromise law enforcement investigations, police tactics, police responses to incidents, and/or the safety of police staff and officers;
 - o. Posts or comments that contain any external links.
5. A comment posted by a member of the public on any City of Woodbury social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the City of Woodbury, nor do such comments necessarily reflect the opinions or policies of the City of Woodbury.
 6. The City of Woodbury reserves the right to deny access to City of Woodbury social media sites to any individual or group who violates the City of Woodbury's standard operating procedure for community use of social networking sites of the City of Woodbury at any time and without prior notice.
 7. Comments posted to this page will be monitored, and inappropriate content as defined above will be removed as soon as possible and without prior notice. Please note, comments posted to this page are monitored, and our Facebook® setting will automatically hide a comment if profanity is used within the post.
 8. If you need to contact the Woodbury Police Department, please call its front desk at (856) 881-1500, or if it is an emergency, call 911 and ask for assistance. While comments posted on Woodbury's Facebook® page are monitored, posting a comment is neither the recommended nor best way to contact the City of Woodbury or the Woodbury Police Department.
 9. Departments shall monitor their social media sites for comments requesting responses from Woodbury and for comments in violation of this policy.
 10. When a City of Woodbury employee responds to a comment, in his/her capacity as a City of Woodbury employee, the employee's name and title should be made available,

and the employee shall not share personal information about himself or herself, or other Woodbury employees.

11. All comments posted to any City of Woodbury Facebook® site are bound by Facebook's® Statement of Rights and Responsibilities and Community Standards, located at <http://www.facebook.com/terms.php> and <http://www.facebook.com/communitystandards>, respectively. The City of Woodbury reserves the right to report any violation of Facebook's® Statement of Rights and Responsibilities and/or Community Standards to Facebook® with the intent of Facebook® taking appropriate and reasonable responsive action.
12. By posting or commenting on the City of Woodbury's social media platforms, you agree to our terms of use. You participate by your own choice, taking personal responsibility for your comments, your username, and any information you provide therein.

BE RESPECTFUL.

Always be fair and courteous to fellow citizens. Also, keep in mind that you are more likely to resolve Woodbury municipality complaints by speaking directly with a Woodbury municipal representative than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video, or audio that reasonably could be viewed as malicious, obscene, threatening, or intimidating; that disparages customers, members, associates, or suppliers; or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile community environment on the basis of race, sex, disability, religion, or any other status protected by law or Woodbury policy. Discriminatory language presents a discriminatory, demeaning, or derogatory portrayal of individuals or groups or contains anything which, in light of generally prevailing community standards, is likely to cause deep or widespread offense. It is also language that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, family status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation.

Section 2. Repealer

All ordinances or parts of ordinances inconsistent with this Ordinance are hereby repealed to the extent of such inconsistency.


Section 3. Severability

Each section of this Ordinance is an independent section, and the holding of any section or part thereof to be unconstitutional, void, or ineffective, shall not be deemed to affect the validity or constitutionality of any other sections or parts hereof.


BE IT FURTHER ORDAINED that this Ordinance shall take effect immediately upon final passage and publication as required by law

CITY OF WOODBURY

By:


WILLIAM H. FLEMING JR.,
President of Council

ATTEST:


CASSIDY L. SWANSON,
City Clerk

Approved:

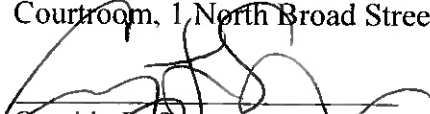

KYLE MILLER,
Mayor

Date introduced: August 7, 2023
Date advertised: September
Date adopted: OCTOBER 2, 2023

Council Member	Ayes	Nays	Abstain	Absent
Councilwoman Carter	✓			
Councilman Ferraino				✓
Councilwoman Garlic	✓			
Councilman Hagerty	✓			
Councilwoman Harwell	✓			
Councilman Johnson	✓			
Councilwoman Miller	✓			
Councilperson Miller	✓			
Council President Fleming	✓			
Mayor Miller				

CERTIFICATION OF INTRODUCTION


I, Cassidy L. Swanson, hereby certify that the foregoing Ordinance No. 2391-23 was introduced by the City Council, of the City of Woodbury, in the County of Gloucester and State of New Jersey at a regular business meeting held on **August 7, 2023**, at the Gloucester County Ceremonial Courtroom, 1 North Broad Street, Woodbury, New Jersey 08096.


Cassidy L. Swanson,
City Clerk

Council Member	Ayes	Nays	Abstain	Absent
Councilwoman Carter	✓			
Councilman Ferraino	✓			
Councilwoman Garlic	✓			
Councilman Hagerty				✓
Councilwoman Harwell				✓
Councilman Johnson	✓			
Councilwoman Miller	✓			
Councilperson Miller	✓			
Council President Fleming	✓			
Mayor Miller				

CERTIFICATION OF ADOPTION

I, Cassidy L. Swanson, hereby certify that the foregoing Ordinance No. 2391-23 was adopted after public hearing by the City Council, of the City of Woodbury, in the County of Gloucester and State of New Jersey at a regular business meeting held on **October 2, 2023**, at City Hall 33 Delaware Street, Woodbury, New Jersey 08096.


 Cassidy L. Swanson,
 City Clerk