



ESTABLISHED 1683

Michael J. Davey, Esq.
CHAIRMAN

Alex Giribaldi, Esq.
VICE CHAIRMAN

Giovanna Iacono, P.E., MBA
SUPERVISOR

Michael W. Schneider, P.E.
SUPERVISOR

Michael D'Agostino, Esq.
SUPERVISOR

BETHEL TOWNSHIP

Website and Social Media Policy

Adopted and Approved as of October 21, 2021

1) Goals

It is the goal of Bethel Township, Delaware County, Pennsylvania (the “Township”) to: a) use its website as a means to provide information on Township business and matters of public concern; and b) use popular social media platforms such as Facebook, Twitter and Instagram as a means to supplement the Township’s website in providing information on Township business and matters of public concern to users of those platforms.

2) Purpose

The purpose of this policy is to inform Township administration, employees, elected officials and volunteers (collectively, “Employees”) on permissible and appropriate use of the Township website and its social media platforms. The purpose of the Township website and social media platforms is to execute the Township’s goal of providing information to the public on Township business and matters of public concern. The Township’s website and social media platforms are intended as non-public forums, and shall be implemented to be primarily informative and only expository on issues of Township policy established by its Board of Supervisors.

It is not the purpose of this policy to constrain Employees use of non-Township websites and social media during non-working hours.

3) Use

Employees shall use the Township website and social media platforms only in accordance with this Policy and in recognition of its Goals and Purpose.

4) Definitions

“Administrator” shall mean an individual approved to make posts to Township Social Media.

“Board of Supervisors” shall mean the Bethel Township Board of Supervisors.

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“Department” shall mean any Township department, board or commission.

“Employee” shall have the meaning given to it in Paragraph 2 of this Policy.

“Township” shall have the meaning given to it in Paragraph 1 of this Policy.

“Township Social Media” shall include: 1) any Facebook, Twitter or Instagram account owned and/or operated by the Township or any of its departments, boards, committees or commissions; 2) any Social Media account operated by any Employee in his/her/their capacity as an Employee, whether or not approved in accordance with this Policy; and 3) any Township Social Media account approved by the Board of Supervisors in the future.

“Township Website” shall mean, collectively, any and all web addresses associated with any internet domain owned and operated by the Township, specifically including www.twp.bethel.pa.us and www.betheltwp.com.

5) Non-Public Forum Status

The purpose of the Township Website and Township Social Media is to provide a one-way means to communicate with the public. The Township Website and Township Social Media are not intended as forums for public discussion. As such, Employees shall be required to disable comments before posting to Township Social Media. The foregoing notwithstanding, should any Employee errantly post to Township Social Media without disabling social comments, he/she/they are prohibited from deleting any comments without the prior approval of the Township Manager, to be given after consultation with the Township Solicitor.

6) Township Approval

a) Township Social Media Accounts

All Township Social Media Accounts shall be approved by the Board of Supervisors prior to their creation. As of the creation of this Policy, the following Township Social Media Accounts and none other are approved:

Facebook: Bethel Township, PA; Bethel Township Police Department; Bethel Township Parks and Recreation

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Instagram: @BethelTownship

Twitter: @BethelTownship

The Township will use its best efforts to obtain “verified” status or the equivalent for Township Social Media Accounts where available.

b) Township Social Media Posts

a. Designation of Administrators

Upon approval of any Township Social Media Account, the Department administering the account shall submit the name(s) of no more than two Administrators to the Township Manager for approval. The Township Manager shall have sole discretion to approve Administrators and remove any Administrator for failure to follow the letter or spirit of this Policy. The Township Manager shall be a de facto Administrator for all Township Social Media.

b. Prior Approval

All Township Social Media posts shall be subject to the prior approval of the Township Manager or Assistant Manager. In the event that the Township Manager is unavailable when an Administrator desires to post to Township Social Media, the Chair of the Board of Supervisors, Vice Chair of the Board of Supervisors or Department, Board or Committee liaison may provide approval.

c. Reference to Township Website

The Township Website shall be the Township’s primary vehicle for the dissemination of information to its residents. Posts to Township Social Media on platforms that do not contain a character restriction shall include a link to the Township Website. Posts to Township Social Media on platforms that contain a character restriction shall include a link to the Township Website whenever practical.

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7) Privacy

The Township is sensitive to the privacy interests of the users of the Township Website and believes that the protection of those interests is an important responsibility. The Township's goal in collecting personal information online is to provide the user with the most personalized and effective service possible. By understanding the user's needs and preferences, the Township may provide users with improved service. The Township strives to protect online personal information to the extent permissible by law.

On certain occasions, the Township's Website may request a user's email address for purposes of correspondence or for Township business. The Township shall not share email addresses nor disclose user information to any third party, except as required by applicable federal or state laws, including but not limited to the Right to Know Law, and/or as required in a court action.

The Township may use the personal data provided through the Township websites to send information about Township services and upcoming activities. However, the Township will neither sell nor knowingly provide personal information for any other activities, except as required by applicable law, including the Pennsylvania Right to Know Law.

The Township does not guarantee, nor does it represent, that such comments, suggestions or questions submitted by email to the Township or to Township officials or employees will remain private or confidential and no expectation of privacy is created by such communications. Similar to mailed or delivered comments, comments received via e-mail, posted on Township Social Media, or posted by means of an online public comment platform may become subject to public disclosure under the Pennsylvania Right to Know Law and/or part of the discovery procedure in a civil lawsuit or other legal proceeding.

During the course of a credit card transaction through the Township websites, the information is transmitted to a third-party processor via a secure connection. The Township and its subcontractors use technology to minimize the risk of unauthorized access. To complete the credit card transaction(s), information about transaction(s) are submitted to the relevant financial institution. The Township will not share this information with any other third party unless required to do so by federal or state laws, including but not limited to the Pennsylvania Right to Know Law, and/ or as required in a court action

Aggregate reports may be generated about visitors to the Township Website. These reports do not contain any personally identifiable information.

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The Township does not use persistent reoccurring Cookies, nor share unauthorized information with other third-party entities.

8) External Links

The Township shall restrict external links on the Township website to sites of entities that provide governmental or quasi-governmental services to its residents, i.e., Bethel Hose Company No. 1, Rachel Kohl Library and contractors performing services to residents on the Township's behalf. The Chairman of the Board of Supervisors shall have the authority to determine whether a request for an external link relates to a governmental or quasi-governmental service and direct the removal of any link posted to the website that does not meet that criterion. The Township disclaims any responsibility for the content of any externally linked website.

9) Links to the Township Website and Township Social Media

As a courtesy, notice of any link to the Township Website is requested, but is not a requirement under this Policy. Any party linking to the Township Website should be aware that its subpages may change at any time without notice. Individuals and entities linking to the Township Website shall not: capture pages or portions of pages within screenshots to repost; present the Township Website's content as its own, or otherwise misrepresent the Township Website's content or misinform users about the origin or ownership of its content. Any link to the Township Website shall be a full forward link that passes the user's browser to the Township Website unencumbered.

10) Accessibility

The Township Website is intended to be accessible to people with disabilities. Requests for reasonable accommodations relating to equal access to communication, or other issues relating to Township Website accessibility, should be directed to:

Bethel Township
Attn: Township Manager
1092 Bethel Road
Garnet Valley, PA 19060
township.manager@betheltwp.com.

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11) No Warranties or Representations

The Township Website is maintained to provide public access to Township information via the internet. The Township Website, along with related content and databases are updated on a continual basis. While the Township attempts to maintain the Township Website's information as accurate and timely, the Township does not warrant or make representations or endorsements as to the quality, content, accuracy, or completeness of the information, text, graphics, hyperlinks, and other items contained on its server or any other server. Material on the Township Website may be compiled from a variety of sources and is subject to change without notice from the Township as a result of updates and corrections.

12) Service Marks, Trademarks and Copyright

To the extent legally permissible, commercial use of Township Website and Township Social Media content is prohibited without the written permission of the Township. All service marks and trademarks set forth on the Township Website and the Township Social Media are the property of their respective owners. The Township retains copyright on the Township Seal, Township Logo, all text, graphic images, and other content, unless otherwise noted. No person or entity may use the Township Seal or Township Logo without approval of the Township Manager or his or her designee. No person or entity shall engage in any of the following conduct without written permission from the Township Manager or his or her designee: a) modify and or use the text, images or other Township websites content from a web server, b) distribute the Township's web content, and c) "mirror" the Township's information on a non-Township server.

Material made available via the Township Website is property of the Township and intended for informational purposes only. Any re-use, transmission, duplication, or distribution of any material found on the Township Website must be clearly attributed to the Township. Commercial uses of copyrighted materials found on a Township Website is expressly prohibited without express written consent of the Township. Any and all trademarked or copyrighted logos or taglines may not be used for any non- governmental purpose.

13) Website Disclaimer

The Township is neither responsible nor liable for any viruses or other contamination of a user's system due to access of the Township Websites or Township Social Media, nor for any delays, inaccuracies, errors or omissions arising out of the user's access of the Township Website or Township Social Media or with respect to the material contained on either. The Township Website and all Township Social Media, and all materials contained on either are distributed and transmitted "as is" without warranties of any kind, either express or implied,

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including without limitation, warranties of title or implied warranties of merchantability or fitness for a particular purpose. The Township is not responsible for any special, indirect, incidental or consequential damages that may arise from the use of, or the inability to use, the Township Website, the Township Social Media and/or the materials contained on the either, whether those materials are provided or originated by the Township or a third party.

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