



Policy 2015-2 Appendix 1 "Twitter"

- PURPOSE:
 - Twitter is a micro-blogging tool that allows account holders to "tweet" up to 140 characters of information to followers, at any given time. By procuring and maintaining a Twitter-account, the Township will be able to communicate directly to their Twitter-followers, alerting them to news and directing them to the Township's website: www.horsham.org for more information. These standards should be used in conjunction with the Township's Social Media Use Policy.

- CONTENT:
 - The Township Manager and his designee shall hold and maintain the Township's Twitter account.
 - The Township will have only one Twitter-account, unless otherwise approved by the Township Council.
 - The Twitter-profile will read: Horsham Township
 - Horsham Township, Comments and list of followers are subject to public disclosure.
 - This site is not monitored. Call 911 for emergencies.
 - Twitter username will be: @HorshamTownship
 - Bio-Section with in our Twitter page
 - Will list the hyperlink to the Social Media Use Policy 2015-2.
 - The Twitter-account background will share a standardized Township logo.
 - The Twitter-account shall serve three primary purposes: (a) to transmit emergency information out quickly; (b) to promote Township-sponsored events; and (c) to refer followers to content hosted at the Township's website: www.horsham.org.
 - Information posted on Twitter shall conform to the Township's policies and procedures. Tweets shall be relevant, timely, and informative.
 - Twitter content shall mirror information presented on the Township's other communication vehicles such as the website, cable channel, and e-news.
 - Any comments submitted to this page are public record. Subject to disclosure pursuant to Pennsylvania Open Records Law.
 - Any open records requests must be made directly to the Township's Open Records Officer. <http://www.horsham.org/pView.aspx?id=10495&catid=610>

- Comments
 - @HorshamTownship will not initially allow comments.

- ARCHIVE:
 - The Township will utilize Twitters's archive for saving tweets. The township will download all archives the first Thursday of each month. That file will then be saved to a drive with in the township.