



Policy 2015-2 Appendix 2 "Facebook"

- PURPOSE:
 - Facebook is a social networking site. Businesses and governments have joined individuals in using Facebook to promote activities, programs, projects, and events. These standards are designed for the Township to drive traffic to the Horsham Township website: www.horsham.org and to inform more people about Township happenings. These standards should be used in conjunction with the Township's Social Media Use Policy. As Facebook changes these standards may be updated accordingly.
- ESTABLISHING A PAGE:
 - The Township's Facebook-page may be created by the Township Manager and their designee. The page's format and content will be consistent with the appearance of other Township communication vehicles.
- CONTENT:
 - Category of Page: *Local Businesses : Community/Government*
 - The Township will create a "page" in Facebook, rather than "groups" page. A Facebook-page will offer distinct advantages including greater visibility, customization, and measurability.
 - Short Description
 - Will list the hyperlink to the Social Media Use Policy 2015-2.
 - Impressum:
 - Horsham Township, 1025 Horsham Road, Horsham, PA, 19044, 215-643-3131, www.horsham.org, Horsham@horsham.org
 - Long Description will address: Public Disclosure and Comments
 - Section 7 & 15 of the Social Media Use Policy 2015-2
 - The Township Manager and their designee will standardize and provide the Facebook page's image, consisting of a picture and the Township's logo.
 - This page is intended to serve as an outlet of communication from Horsham Township to members of the public.
 - 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>
- Link to the Township
 - A link to www.horsham.org shall be included on the "Information page".
- Page Administrators
 - A successful page requires monitoring, the Township Manager and their designee are responsible for monitoring the Facebook page. Posts should be approved by the Township Manager, or designated alternative.
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- Comments and Discussion Boards
 - Comments to the wall page will not initially be allowed.
 - All discussion boards will be turned off.
- Style
 - The Township's Facebook page will be complimentary and consistent with Township branding in other communication vehicles.
 - The Township will use proper grammar and standard Associated Press style, avoiding jargon, slang, and abbreviations. While Facebook is more casual than most other Township communication tools, it is still representative of the Township at all times, and therefore, posters must always be mindful of the content and style of a post.
- ARCHIVE:
 - The Township will utilize Facebook's archive to saving posts. 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.