



Policy 2015-2 Appendix 3 "YouTube"

- PURPOSE:
 - YouTube is a video sharing service that allows users to watch videos posted by other users and upload videos of their own. By creating and maintaining a YouTube account, Horsham Township will be able to broadcast videos messages and township happenings. The Township YouTube channel will direct the user to visit the township website at www.horsham.org. These standards should be used in conjunction with the Township's Social Media Use Policy. As YouTube changes these standards may be updated accordingly.

- CONTENT:
 - The Township Manager and his designee shall hold and maintain the Township's YouTube account.
 - The Township will have only one YouTube-account, unless otherwise approved by the Township Council.
 - The YouTube Channel will read: Horsham Township
 - Comments and list of subscribers are subject to public disclosure.
 - YouTube username will be: Horsham Township
 - The YouTube Channel Icon will be standardized Township logo.
 - The YouTube Channel shall serve three primary purposes: (a) to distribute videos of township events; (b) to promote Township-sponsored events; and (c) to refer followers to content hosted at the Township's website: www.horsham.org.
 - About-Section under Channel Description with in our YouTube Channel
 - Will list the hyperlink to the Social Media Use Policy 2015-2.
 - Any videos 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
 - Horsham Township will not initially allow comments.

- ARCHIVE:
 - The Township will keep a copy off all videos that it uploads to YouTube on a hard drive within the township.