



## 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](http://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](http://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.