



MONTGOMERY TOWNSHIP
1001 Stump Road
Montgomeryville, PA 18936

CONTENT NEUTRAL POLICY

1.1. PURPOSE

Montgomery Township is committed to providing content-neutral, accurate, and timely information to those living and working within the Township and surrounding community. As such, the Township utilizes various tools to convey information and to encourage conversation with those interested in their local government. The Township will use its government cable channels, website (www.montgomerytp.org), marquees, newsletters, various social media sites, and any other method of communication to convey information to as many community members as possible.

1.2 CATEGORIES OF CONTENT NEUTRAL USE

All content on the Township's government cable channels, website, marquees, newsletters various social media sites, and any other method of communication shall be in conformance with this policy and the Township's Social Media Use Policy, and used in five content-neutral categories, and no other:

- 1.2.1 For providing time sensitive information as quickly as possible (i.e. emergency information)
- 1.2.2 For providing information about basic Township services and upcoming events related to Township government (i.e. notice of Board meetings, cancellations, tax payment information, etc.) and its component agencies.
- 1.2.3 For promoting marketing/promotional information about the Township to the widest possible audience.
- 1.2.4 To ensure that all Township-related communications with the public are always politically neutral.
- 1.2.5 To act as a general reference resource for Township government information.

1.3 ACCESSIBILITY TO CONTENT

Users and visitors to the Township's government cable channels, website and social media sites shall be notified that the intended purpose of the sites is to serve

as a fully-accessible mechanism for content-neutral communication between Township government and members of the public.

The Township-content provided to its government cable channels and social media sites will also be available on the Township's website.

1.4 RESPONSIBILITY FOR CONTENT

The Township Manager or his/her designee shall be responsible for insuring that this policy is enforced by all Township departments. The Township Supervisors, Manager, or Staff, including authorized employees, may make requests to the Township's Manager or his/her designee to post information on the Township's government cable channels, website or any other of its social media sites. In the event of any dispute, the Township Board of Supervisors shall be the final authority in determining content on any Township site, including its website; all determinations must be in accordance with this policy and the Township's Social Media Use Policy.

1.5 PROHIBITED CONTENT

Content, including comments, on the Township's government cable channels/social media website and any other of its media sites, whether by the Township or site-visitors, should be of a neutral and informative -nature. The following content and comments shall not be allowed:

- 1.5.1 Content and comments from candidate and elected officials setting forth political or campaign-related information;
- 1.5.2 Content and comments in support of or opposition to political campaigns or ballot measures;
- 1.5.3 Content and comments not topically related to the particular social medium involved;
- 1.5.4 Personal attacks on elected officials, employees, residents or businesses;
- 1.5.5 Anonymous, non-attributed postings;
- 1.5.6 Profane language or content;
- 1.5.7 Content or comments that promotes, fosters, or perpetuates any type of discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- 1.5.8. Sexual content or links to sexual content;

- 1.5.9 Solicitations of Commerce;
- 1.5.10 Conduct or encouragement of illegal activity;
- 1.5.11 Information that may compromise the safety or security of the public or public systems;
- 1.5.12 Content or comments otherwise in violation of Federal law, State laws and or the Township's Codes and Ordinances, including without limitation the Township's Social Media Use Policy.

1.6 REMOVAL OF CONTENT

Any inappropriate content or comments, as prohibited above, will be removed immediately, and retained in accordance with the retention schedules and rules set by the Commonwealth of Pennsylvania, including the time and date of post, as well as the identity of the poster when available.

1.7 OFFICIAL DELINEATION AND REPRESENTATION ON TOWNSHIP WEBSITE AND VARIOUS MEDIA SITES

The Township Board shall determine which government cable access channels, website, media sites and any other method of communication that officially represent it. These sites shall be identified in writing and approved by the Township Board of Supervisors.

All content on the Township's government cable access channels, website, media sites or any other method of communication shall be clearly identified as being originated by Montgomery Township, its departments, or from its elected officials. No other representation, nor the use of the name of Montgomery Township or any of its derivations, may be used without the prior approval of the Township Board of Supervisors.

1.8 EXTERNAL LINKS

Various links on the Township's website may lead to resources outside of the Montgomery Township Website. The Township does not control these websites, nor do we review or control their content. The Township provides these links only as a convenience, and the inclusion of any link does not imply endorsement, representation or warranty by the Township. User assumes sole responsibility for use of third-party links.

1.9 DISPLAY OF TOWNSHIP POLICIES ONLINE

This policy, as well as the Township's Social Media Use Policy, shall be made available online on the Township website and various media sites by way of an appropriately displayed hyperlink.