



Manager 610-446-1000 ext. 2208  
Human Resources 610-446-1000 ext. 2233

# TOWNSHIP OF HAVERFORD

DELAWARE COUNTY  
1014 DARBY ROAD  
HAVERTOWN, PA 19083-2551  
(610) 446-1000

JUDY TROMBETTA, PRESIDENT  
KEVIN MCCLOSKEY, ESQ., VICE PRESIDENT  
DAVID R. BURMAN, TWP MANAGER/SECRETARY  
AIMEE CUTHBERTSON, CPA, ASS'T TWP MANAGER  
JOHN F. WALKO, SOLICITOR  
PENNONI ASSOCIATES INC., ENGINEER

WARD COMMISSIONERS  
1ST WARD BRIAN D. GONDEK, ESQ.  
2ND WARD SHERYL FORSTE-GRUPP, PHD.  
3RD WARD KEVIN MCCLOSKEY, ESQ.  
4TH WARD JUDY TROMBETTA  
5TH WARD LAURA CAVENDER  
6TH WARD LARRY HOLMES, ESQ.  
7TH WARD CONOR QUINN  
8TH WARD GERARD T. HART, MD  
9TH WARD MICHAEL MCCOLLUM

## **Haverford Township Administration Social Media Communications Policy**

January 22, 2026

### **1. Purpose and Intent**

The primary purpose of Haverford Township's (the "Township") official social media platforms is to communicate important, timely and accurate information regarding municipal services, programs, projects, events and operations.

These platforms may also provide a limited opportunity for public engagement related to the specific topics addressed in Township posts. In administering its social media accounts, the Township will comply with all applicable constitutional requirements, including the First Amendment and will moderate comments in a reasonable and viewpoint-neutral manner.

### **2. Scope**

This Policy applies to all official social media accounts created, maintained or administered by Haverford Township, including those operated by its departments, boards and commissions, on platforms such as Facebook, X (formerly Twitter), Instagram, YouTube, LinkedIn or similar services.

This Policy does not apply to personal social media accounts of elected officials, employees or board, committee or commission members ("Public Official(s)") that are not used to conduct official municipal business. No Public Official has the power or authority to speak or act on behalf of Haverford Township unless such power and authority has been provided to the Public Official through an approval by a majority of the Haverford Township Board of Commissioners (the "Board") to act or speak on a particular matter for the Township. Without such approval by the Board, a Public Official shall have no such power or authority to speak or act on behalf of the Township, even if

the Public Official purports to exercise such power or authority or it is unclear whether such Public Official is acting in a personal or representative role.

Unless formally approved and authorized by the Board, Public Officials expressing any personal opinions or beliefs, making any statements, transmitting any communications or messages or taking any actions should be presumed to be acting in their capacity as a private citizen and not on the behalf of the Township or in association with their formal role, position, office or employment of the Township.

### 3. Definitions

- a. Social Media: Online platforms that allow users to create, share or interact with content through posts, comments, messages, reactions or similar features.
- b. Official Social Media Platform or Account: Any social media platform or account established, maintained and/or administered by Haverford Township or its departments, boards or commissions for official municipal purposes.
- c. Comment Section: The portion of a social media platform that permits users to post comments, replies or other interactive content in response to material published by the Township.
- d. Limited Public Forum: The Comment Section established by Haverford Township within the Township's official social media posts forums. The purpose of these forums is to allow discussion and engagement related solely to the subject matter of the specific municipal post, while reserving the right to impose reasonable, viewpoint-neutral restrictions consistent with the forum's purpose.
- e. Relevant / On Topic: comment is considered germane or on-topic when it directly relates to the subject matter, content or purpose of the original municipal post to which it responds.

### 4. Nature of the Forum

Haverford Township's official social media pages are not intended to serve as open public forums for the discussion of all topics. The Township's social media platforms, including their interactive components, are designated as Limited Public Forums intended to facilitate discussion and engagement only on the topics raised in the Township's own posts.

### 5. Comment Standards

Comments are welcome, provided they comply with this Policy and the policies established by the social media platform, of which the Township does not control. To

maintain a focused and effective forum consistent with the Township's informational purpose, comments must be relevant to the Township's original post.

a. Permitted Content:

Appropriate comments that relate to the subject of the Township's original post, including, but not limited to:

- Questions seeking clarification or additional information;
- Expressions of support or criticism related to the topic;
- Personal experiences relevant to the subject matter; or
- Other comments relevant to the original post and not determined to be Prohibited Content

b. Prohibited Content:

In addition to comments that are hidden and removed by the social media platform, the Township reserves the right to hide or remove comments (including photos, videos or links) that include any of the following:

- i. Off-Topic Content: Comments that are not related to the subject matter of the Township's original post, including comments that target individuals with insults or defamatory statements unrelated to the topic of the Township's original post;
- ii. Profane, obscene, violent or pornographic content and/or language or sexually suggestive or explicit content links to such materials. Any image or link containing minors or suspected minors in sexual and/or provocative situations will be reported to law enforcement;
- iii. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, national origin, marital status, status with regard to public assistance, physical or mental disability, immigration status or sexual orientation, identity, expression or any other classification protected by the Township's public policy;
- iv. Threats to any person or organization;
- v. Solicitation of commerce, including but not limited to advertising of any business or product for sale;

- vi. Solicitation for donations including but not limited to nonprofits and charitable/noncharitable organizations unrelated to the Township's original post;
- vii. Conduct or statements in violation of any federal, state or local laws;
- viii. Encouragement of illegal activity;
- ix. Information that may tend to compromise the safety or security of the public or public systems;
- x. Private contact information such as names, addresses and phone numbers no matter how easily obtained elsewhere;
- xi. The disclosure of non-public information, including personnel records, medical information or details of ongoing criminal or non-criminal investigations;
- xii. Spamming, fraudulent or repetitive content;
- xiii. Defamatory or libelous statements or any demonstrably false statement of fact directed at a specific person or organization that harm their reputation, but not including subjective opinions;
- xiv. Comments from children under 13 cannot be posted to comply with the Children's Online Privacy Protection Act. By posting on the Township's social media accounts, users acknowledge that they are at least 13 years old. Parents are responsible for any minor child's posting or comments;
- xv. "Fighting words" or other content intended to incite violence or is reasonably capable of inciting violence;
- xvi. Comments containing vulgar, offensive, threatening or harassing language or language that violates the social media platform's standards;
- xvii. Political content unrelated to the Township's original post or solicitation of campaign donations;

## 6. Breach of Policy

- a. Persons posting prohibited content are subject to being barred from posting comments on the Township's social media platforms.
- b. The Township Manager or the Manager's designee (which may vary depending on the specific account) may be required to remove internet postings on the

Township social media accounts which are deemed to constitute a breach of this Policy, as determined by the Township Manager or the Manager's designee, but subject to applicable archiving and retention requirements.

- c. Any social media accounts created by or for the Township remain the property of the Township. If the person who created the site leaves the employment of the Township or vacates a position on the Township's board, commission or committee, they must relinquish everything related to the site/account including usernames, passwords and/or access codes or information and shall not be permitted to administer the account thereafter.
- d. The Township reserves the right to report any violation of the social media platform's policies to the social media platform, with the intent of that social media platform taking appropriate and reasonable responsible action.

## 7. Viewpoint Neutrality

Moderation under this Policy shall be conducted in a viewpoint-neutral manner. Comments will not be hidden or removed solely because they express disagreement, criticism or unpopular opinions regarding municipal policies, officials or actions, provided the comments are relevant to the subject of the original post and otherwise comply with this Policy.

## 8. Moderation Practices

### a. Hiding or Removing Comments:

The Township may hide or remove comments that violate this Policy. Moderation decisions will be based on the content of the comment and its compliance with this Policy, not on the viewpoint expressed.

### b. No Obligation to Respond:

The Township is not required to respond to comments posted on its social media platforms and may direct users to appropriate official channels for formal inquiries, service requests or complaints.

### c. Not a Substitute for Official Notice and Communications:

The information contained in the Township's social media platforms are provided as a service and convenience to people needing information about the Township. The Township's social media platforms shall not be used to provide the Township

with official notice or formal communication with the Township or the Township's Public Officials.

## 9. Records Retention

Content and interactions on official social media accounts, including public comments and comments that have been removed, may constitute public records and will be retained in accordance with applicable records retention laws and municipal policies of the Township

## 10. Disclaimer

A comment posted by a member of the public on any Township social media platform is the opinion of the commentator or poster only and publication of a comment does not imply endorsement of or agreement by, the Township or the Township's officials or employees, nor do such comments necessarily reflect the opinions or policies of the Township or its representatives.

## 11. Policy Review and Updates:

This Policy may be updated periodically to reflect changes in law, technology or best practices. Continued use of the Township's social media platforms constitutes acceptance of the then-current Policy.

## 12. Use of Township Accounts

The Township's social media accounts are provided "AS IS". The Township makes every effort to provide accurate and complete information on the Township's accounts. The information contained in the accounts is not official nor in any way shall it be deemed to constitute legal notice where such legal notice is required by law. The information contained in the accounts are provided as a service and convenience to people needing information about the Township. Portions of the information on the accounts may be incorrect or not current. The Township, its officers, employees or agents shall not be liable for damages or losses of any kind arising out of or in connection with the use or performance of information, including but not limited to, damages or losses caused by reliance upon the accuracy or timeliness of any such information or damages incurred from the viewing, distributing or copying of those materials.

## 13. Linking to External Sites

The Township's social media accounts may contain links to outside websites that are almost always from government/educational sources. These websites are not owned, operated or controlled by the Township. These links are provided solely as a courtesy and convenience to platform's visitors. If the links provided are not from a government/educational source, these websites are also not owned, operated or controlled by the

Township. These links are provided solely as a courtesy and convenience to platform's visitors. The Township and the Township's Public Officials exercise no control over the organizations, views, accuracy, copyright or trademark, compliance or the legality of the material contained in these outside websites. The Township and the Township's Public Officials do not sponsor, endorse or approve the information, content, proceeds, materials, opinions or services contained on such outside websites. The visitors to the Township's platform proceed to these outside websites at their own risk. The Township specifically disclaims any and all liability from damages, which may result from the accessing of a third- party site, which is linked to the Township's social media accounts or from reliance upon only such information.

#### 14. Endorsement Disclaimer

Reference in the Township's social media accounts to any specific commercial products, processes or services or the use of any trade firm or corporation name is for the information and convenience of the public and does not constitute endorsement, recommendation or favoring by the Township or the Township's Public Officials.

#### 15. Copyright and Trademark Limitations

The Township makes no warranty that materials contained on the Township's social media platforms are free of copyright or trademark claims or other restrictions or limitations on free use or display. Making a copy of such material may be subject to copyright or trademark laws.

#### 16. Use of Material from Township Social Media Platforms

The Township information found here without obligation to the Township for non-commercial, personal use only, unless otherwise stated on particular material or information to which a restriction on free use may apply. The design of the Township's accounts original graphics and original content are all copyrighted by the Township and may not be re-engineered, distributed, modified, transmitted, re-used, reposted or duplicated without the express written permission of the Township in each instance. All requests to use any part of the original design, code, graphics or content of the Township's accounts should be made via e-mail to the Township Manager.

#### 17. Unauthorized Access or Modifications.

Any attempt to hack or otherwise compromise the Township's social media accounts will be reported to law enforcement and the perpetrator will be denied access to the sites. Further, unauthorized attempts to modify or otherwise alter any information, link, video or image stored on any Township's social media accounts may result in criminal prosecution and the perpetrator will be denied access to the sites.