

# Red Bank's

Social Media Policy

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Red Bank Environmental  
Commission/Green Team

# Red Bank Social Media History

- BOROUGH – Website, Facebook & Twitter
- DEPARTMENTS ON FACEBOOK managed by the Borough effective 9/2019
  - Borough of Red Bank (9/2015)
  - Red Bank Dept of Parks & Rec (8/2012)
  - Red Bank Human Relations Advisory Committee (3/2016)
  - Red Bank Animal Welfare Committee (12/2017)
  - Red Bank Environmental Commission (3/2015)

# Social Media Policy

- Required on every Borough Managed Page as of Sept 2019



Red Bank Environmental Commission is at Borough of Red Bank, NJ. ...

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This page is maintained by the Borough of Red Bank and follows the Borough Social Media Policy dated November 2018. The Borough of Red Bank Website will remain the Borough's primary and predominant Internet presence. This page is not monitored on a 24-hour basis. If you have an emergency, please call 911. Do not use this page to report crime. Any social media site created by the Borough of Red Bank is for the dissemination of information only. The Borough will only post information on social media sites and will not respond to comments or replies. The complete social media & website policy is located at <https://www.redbanknj.org/.../Social-Media-Website-Policy>



REDBANKNJ.ORG

**Social Media & Website Policy | Red Bank Borough, NJ**

Social Media & Website Policy and Terms of Use

# Social Media Policy

- Sites are informational only
- Must comply with
  - government records, retention policies and the Open Public Records Act (OPRA)
  - appropriate use, messaging, and branding that is consistent with the interests, goals, and objectives of the Borough.
- Private messaging is disabled
- [Borough Social Media Policy for Personnel](#)

# Page Roles

- Borough of Red Bank is the Page Admin
- Page editors
  - Must sign Social Media Policy
  - Manage all aspects of the Page except role assignments
  - Usually Chair, Vice Chair & Council Liaison

# Content

- RBEC posts environmentally related pictures and articles
  - Red Bank related issues
  - ANJEC
  - Sustainable Jersey
  - Easy Eco Tips
  - Local sustainable businesses in town



Thank you! For any questions,  
email [nfb0207@gmail.com](mailto:nfb0207@gmail.com)