

MANAGER'S REPORT

Township Facebook Page Launch Date Discussion

Mr. Ferguson stated Ms. Tierney has a skill set that is wide and varied, and she has been coordinating staff regarding timing of a launch for a Township Facebook page; and they are looking at a date of a week from Friday. He stated the Social Media Policy was distributed to the Board today that was drafted with staff and has gone through a legal review. Mr. Ferguson stated the Facebook page will operate similarly to the Park & Rec Facebook page that the Board is familiar with.

Ms. Tierney stated she provided this evening a brief outline of the plan for the launch and how it will be integrated into an overall communication plan for the Township. She stated they started out this year with a Park & Rec Department mailer that will be a bi-annual mailing. She stated while it started out as a Park & Recreation guide, they will start incorporating more information about the Township with news that would be useful to Township residents by including brief articles.

Ms. Tierney stated a week from Friday, they will launch the Township Facebook page, and will do this as the same time as we revitalize our Twitter account. She stated there are currently sparse announcements on the Twitter account, and they will link those two through a Hootsuite account to add more dimension to our social media platform. She stated Hootsuite will enable her to post everything all at once to all social media platforms.

Ms. Tierney stated the social media policy was written so that it would not focus on just Facebook alone, and that there is room to expand into other avenues to get the information out. Ms. Tierney stated the Park & Rec and Police Twitter will remain the same.

Ms. Tierney stated in addition to Twitter and the Facebook launch, they plan to expand into other social media platforms by the end of August. She particularly noted LinkedIn and Instagram so we can hit some other of our target markets within the Township. Ms. Tierney stated at one time the Township had attempted to do an e-mailing platform where people could sign up to receive Newsletters and information about the Township. Ms. Tierney stated she has reached out to many other Townships to see what they use, and Constant Contact seems to be one that a lot of the Municipalities like, and Lower Makefield will be using Constant Contact to do the same time. She added that it is free, and it can be launched through the social media account and it can be offered to Township residents who can sign up for what type of news they want to receive.

Ms. Tierney stated we will also continue to have the Township TV channel and the Township Website. She stated with all of this, the prime way to communicate with the Township is to contact the Township either by phone, e-mail, or face to face; and they will not be using social media as a platform to resolve issues or make decisions. She stated the purpose of the social media is primarily to get news out to Township residents.

Mr. Lewis stated the Township has had a Twitter page for a couple of years. He stated he has noticed that the Township has news items on the Township Web page, but those do not always become tweets on Twitter. He stated he has no idea what the engagement is on the tweets we have now, and he asked Ms. Tierney if she knows what we are getting for engagement on those. Ms. Tierney stated there is not much engagement at all; however, with Hootsuite we have the capability to use WordPress and announce the same thing through our Website as we do through all the other social media accounts. Mr. Lewis asked if using Hootsuite, she will integrate with the Township's Website; and Ms. Tierney stated they have the potential to do that in the future.

Mr. Lewis stated his concern and policy recommendation is that no item be posted first to social media that is not on the Township Website, and that any news item that is on the Township Website gets posted sequentially to all social media. He stated they would then get out of the feeling by people that they have to support Facebook with the same "level of passion" that they do Twitter, Myspace, or any of the others. Ms. Tierney stated the idea is to make a multi-layered opportunity to get information out since there is a wide population and there are a lot of people within our population that use a lot of different ways; and now they will have the opportunity through mail, TV, the Internet, and social media all to get the same news.

Mr. Lewis asked Ms. Tierney through the registrations with Community Pass, is she able to liberate those e-mails from the Community Pass system and use them. Ms. Tierney stated residents have the opportunity to sign up for news e-mails, Park & Rec news, and alerts; and they could utilize them in those capabilities. Mr. Lewis asked if you would be forced to use Community Pass as an e-mail system, and Ms. Tierney stated you would not. She added that Community Pass' capabilities for e-mail are not as great as she would like. She stated she has been trying to work with Community Pass to see if they would integrate with Constant Contact so that they could all work together. Mr. Lewis asked Ms. Tierney if she can extract the core data in Community Pass, and Ms. Tierney stated she should be able to do that. Mr. Lewis stated if she can do that, she could create a flat file and load that into Constant Contact and use that to start. Ms. Tierney stated that

would start as a base; however, those residents only signed up for Park & Rec news and she would not want to put them into other mailing lists. Mr. Lewis stated she could offer them the ability to opt out.

Mr. Lewis asked if there would be a standard e-mail template that the Township has, and Ms. Tierney stated Constant Contact will make a template per Department etc. so that you can have a standard newsletter. She stated if they did decide in the future to have a monthly newsletter or put information out through Constant Contact there is the capability to do that.

Mr. Lewis asked if there will be commenting on the platforms. Ms. Tierney stated they did include a policy for commenting because there are some social media platforms where you cannot “freeze” comments. Mr. Lewis asked which ones are those, and Ms. Tierney noted Twitter and Instagram. She stated they will have to make the policy clear on the Web page and anywhere else where people can get information that we will not be making decisions based on posts and comments. She stated they also have a strong policy about what kind of comments they will allow, and there can be no harassing, etc. Mr. Lewis stated with respect to Twitter you cannot delete a comment, and Ms. Tierney agreed. Mr. Lewis stated there are issues with Facebook since there have been some issues with Facebook’s commenting and review structure. He stated we could incur a potential liability with the State’s Record Act if we allow people to comment and moderate that in any way. Ms. Tierney stated what she does with Park & Rec is that the comments are not live, but she does look at them. She stated if there is something that is important to post out, she will do a follow up post. She stated when someone makes a comment, it will show up on their page; but it does not show on our live feed. Mr. Lewis stated he would not want to incur the “hassle” and monitoring cost particularly on Facebook. Ms. Tierney stated it has worked fine with Park & Rec; however, she understands there is a lot more to the Township page and the type of Township news that would be put out. She stated they will need to be consistent in what they are doing, and they will need to keep up with the social media policy and security as things move forward, adding that things are always changing. She stated they will have to review the policy annually.

Mr. Lewis asked who will be authorized to post on the site. Ms. Tierney stated that would be up to Mr. Ferguson although she imagines Department Heads would have that ability. Mr. Lewis asked if there would be work flow access that all messages be approved before they are launched. Ms. Tierney stated that is how the site is set up now, and everything has to be pre-approved. Mr. Ferguson stated those would run through him. He stated if something came up during off hours such as a power outage or a road would need to be closed, it coordinates through him now; and if something was going to be put up to advise the residents about that, it would be

run through him before it is put up. Mr. Ferguson stated Ms. Tierney has advised him that with this system, if an employee was out on the road, he would have access on the phone in the field to post messages. Mr. Lewis stated the Website has a content management system, and there should be processes about who can make updates and that those are approved, and that should be documented as to who can technically communicate with the broader populace so that everything is trackable. Ms. Tierney stated there are capabilities through Hootsuite that you can have an initial process and they can track who is posting. She stated as far as a policy, she stated there is a policy specific to employees who post on official Township sites. Ms. Tierney stated there are different sections as to posting – one is for Township personnel and how they post on their own private site and conduct themselves and another one for public participation and how we are engaged with the public.

Mr. Lewis stated he wants to make sure that everything is trackable and that there is universality so that one piece of news goes to all of the sites simultaneously. Ms. Tierney stated they will not be launching every social media platform initially but with time and evolution as they see how people are responding, they will consider new sites and what people are engaging with.

Mr. Lewis asked if there is an intent to do social media advertising as well with the platform. Ms. Tierney stated there is that possibility if there is something that we need to advertise. She stated she did use the marketing tool for Facebook for the Pool this year.

Mr. Lewis stated the Economic Development Council has a LinkedIn page although he does not know whether it has been updated lately, and he stated that should be included as well. Ms. Tierney stated she is not sure that is Township run. Mr. Lewis stated he believes that an individual who was previously on the Council gave the rights to Mr. Fedorchak, the former Township Manager.

Mr. Grenier stated he understands this has been vetted by legal, and Ms. Tierney agreed it has. Mr. Grenier stated whatever they post, they want to make sure it shows up on all the sources. Ms. Tierney stated it will all post at one time. Mr. Grenier asked if they anticipate from a Township Facebook page perspective that we will be creating events, etc. like we do on the Park & Rec Facebook page. Ms. Tierney stated currently the primary need is on the Park & Rec page unless there is a specific Township event such as leaf collection, etc. Mr. Grenier thanked Ms. Tierney for the work she has done on this. He stated once it is started, he knows that they will be analyzing it to see where they can make it

better. Ms. Tierney stated both Constant Comment and Hootsuite provide analytics so they can see what posts people like and what posts have information that people are looking for.

Mr. Zachary Rubin stated he applauds the launching of the Facebook page; however, he is the Chair of the Electronic Media Advisory Council, and this is in their purview to review. He stated they are a citizens group made up of concerned citizens as an advisory group, and the document before the Board was never seen by the Committee. He stated it is their job to discuss protocols and philosophies and procedures; and this should have gone through their Advisory Committee, and it was not. He stated in the future they should engage their Committees. Mr. Rubin stated there are people who have great expertise on their Committee, and there are people on their Committee who are willing to do the investigation and go out to other Townships which they have in the past. He stated their Committee has been advocating a Facebook page in the Township for over six years.

Mr. Grenier stated the Board was provided a thorough presentation from Ms. Laurinaitis from their Committee regarding Facebook and social media policies as the basis for starting all of this. Mr. Rubin stated she is only one member of their Committee; and there are four other people on the Committee as well as vacancies. Mr. Grenier stated one of the primary considerations taking it from that “phase” to where it is now was bringing it in front of legal counsel. Mr. Rubin stated this should have gone to the Advisory Committee first, and they could have addressed all of the concerns that Mr. Lewis brought up.

Approval of Resolution No. 2396 Authorizing Execution of Documents in Connection with Application for Traffic Signal Approval for Yardley-Newtown and Creamery Roads

Mr. Ferguson stated this and the following Resolution are concerning traffic light Permits that are centered around a Grant concerning traffic signalization. Mr. Ferguson stated this Resolution will allow him to be the signer for the Permit for Yardley-Newtown and Creamery Roads.

Dr. Weiss moved, Ms. Blundi seconded and it was unanimously carried to approve Resolution No. 2396.