

Boro Media, Public Relations & Social Media Guidelines

The Boro maintains or utilizes various forms of media in order to advise, inform and educate the residents of Plum on issues, activities or situations that can or will impact their lives. The Boro utilizes each of these specific formats (print, TV, social media, software apps) to reach each of the varied segments of the population. All these various forms of communication are managed directly by various Boro staff members. The majority of the media posts, advertisements and alerts issued by the Boro provide information exclusive to Boro operations. As the use of the internet and social media channels increases, many residents, civic groups and businesses request the assistance of the Boro to advertise or promote their events and organizations. The goal of this policy is to establish guidelines for the use of the Boro media channels with respect to these residents, civic groups and businesses.

The following media formats are approved to communicate with and inform its residents:

www.plumboro.com

The Boro's website contains links to valuable information for residents and property owners, meeting agenda & minutes, contact information for Boro officials and staff and searchable regulations for residents on all Boro topics. The website is updated continually with new information and is frequently modified to increase user ability and effectiveness.

"The Borough of Plum Facebook Page"

The Boro Facebook page is used to promote BoroHaps events, provide public safety alerts to residents and to notify residents of impacts to Boro services (trash & recycling, leaf collection, etc.)

Savvy Citizen

Savvy Citizen is a third-party community alert system with email, texting and smart phone app notifications. Citizens enroll on-line or download the app to receive special alerts from the Boro. Residents can choose the types of alerts they receive as well as the frequency and format (email and/or text). The Boro uses Savvy Citizen to provide residents with emergency alerts (water breaks, traffic impacts, etc.) and to promote the BoroHaps events.

BoroTV

The Boro simulcasts Council meetings, special meetings (live and rebroadcasts) along with original programming ("on the Agenda," "Boro Spotlight," "Now You Know") on Verizon Channel 29 and Comcast Channel 19. The Boro also broadcasts "slide" advertisements on BoroTV for BoroHaps events and public alerts. The Boro also provides this "advertisement service" to the Plum Community Center, Library, Municipal Authority, EMS, Fire Companies, local civic groups and Churches.

INPlum Magazine

The Boro purchases pages in the quarterly magazine and produces articles and other relevant material for each publication. Material provides timely (seasonal) information regarding Boro services and performance as well as promoting the BoroHaps events.

The above "approved media formats" are available to all Boro "Community Groups" under the specific conditions and terms as identified. "Community Groups" are defined as a non-profit organization, based in Plum with a mission focus on Plum Residents and Services.

Approved Uses

www.plumboro.com

Plum Boro provides links on the Boro Website for "Community Groups." The Boro does not provide links to Private Businesses or events or programs offered by private businesses on our website. However, we do encourage businesses to partner with the Plum Chamber of Commerce (a link to which is provided on PlumBoro.com).

"The Borough of Plum Facebook Page"

"Community Groups" are permitted to contact the Boro to advertise and promote their fund-raising events or programs on the Boro Facebook Page. Plum Boro does not link personal, business or third-party pages to our Plum page.

Savvy Citizen -Community Event Alerts are limited to BoroHaps events only.

BoroTV- "Community Groups" are permitted to advertise and promote their fund-raising events or programs via the promotional slides created by Boro staff.

INPlum Magazine-Community Group Athletic Associations are permitted to publicize seasonal registrations on ¼ page advertisements at no cost.

Authorized "Community Groups"

For the purposes of this policy, the following groups or organizations are recognized as "Community Groups"

- Plum Community Center
- Plum Library
- Plum EMS
- Plum Fire Chief's Association (including the four VFD's individually)
- Plum Rotary
- Plum Chamber of Commerce
- Plum Area Youth Soccer
- Plum Midget Football Association
- Plum Baseball and Softball Association
- Plum Lacrosse
- Plum Boro School District (including officially sponsored district groups-PTA's, boosters, etc.)
- Plum Community Churches

Plum EMS and Fire Companies are authorized to promote their annual Subscriptions Drives via all Boro media


Community groups may request to advertise or promote their services, programs, events and fund raisers on any of the above formats. Requests shall be submitted via email to mcostanza@plumboro.com

Community Groups not specifically listed above must request to be added to this list by a vote of Boro Council.


Specific Policy Statements

1. The Boro does not provide links on the Boro website or Facebook page for residents' or businesses
2. The Boro does not broadcast religious programming
3. The Boro does not promote individual or business for-profit activities
4. The Boro does not provide links to Local business on our website or Facebook page (businesses are encouraged to contact the Plum Chamber of Commerce)
5. Suggestions for changes to the Boro Website content or format must be submitted to manager for approval by Boro Council
6. Promotions, advertisements or alert requests on Boro media formats not specifically authorized by this policy must be approved by council
7. Political campaigns or programming are not permitted on any Boro media formats

Adopted by Boro Council this 8th day of JUNE, 2020



Council President



Boro Secretary