

Mayor  
THOMAS R. PAPALEO

Administrator  
LISSETTE APORTELA

Municipal Clerk  
STEPHANIE EVANS, RMC

**BOROUGH OF RIVER EDGE**



**705 Kinderkamack Road  
River Edge, New Jersey 07661  
(201) 599-6301 Fax (201) 599-0997**

Deputy Clerk  
JUDY O'CONNELL

**SOCIAL MEDIA APPLICATION**

**INSTRUCTIONS**

Return Application Part A, before Establishment of Social Media Site(s)  
Receive Preliminary Approval to Proceed.

Return Application Part B, after Establishment of Social Media Site(s)  
Receive Final Approval.

This application is divided into Part A & B. Part A provides preliminary information for the development of a Social Media presence. Part B is post establishment of the site, and provides final approval as per Paragraph 11 of the Social Media Policy.

**PART A**

1. I acknowledge receiving and answering this application on behalf of the:

\_\_\_\_\_  
(Insert entity name)

Signature: \_\_\_\_\_

Print Name and Date: \_\_\_\_\_

Contact Information: \_\_\_\_\_

Telephone # and Email: \_\_\_\_\_

- 1A. I acknowledge receiving the Borough's Social Media Policy attached hereto on behalf of: \_\_\_\_\_

(Insert entity name)

Signature: \_\_\_\_\_

Print Name and Date: \_\_\_\_\_

- 1B. I am the individual who will be responsible for the establishment of the site:

\_\_\_ YES \_\_\_ NO

If NO, please provide contact information for individual

Name: \_\_\_\_\_

Telephone and Email: \_\_\_\_\_

2. Have you read the Social Media Policy?  
\_\_\_\_\_ YES \_\_\_\_\_ NO

3. Do you have questions? If so list: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Do you have comments? If so list: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Please list social media that will be used to establish sites. (i.e. Facebook, Twitter, etc.)

- |    |    |    |
|----|----|----|
| 1. | 4. | 7. |
| 2. | 5. | 8. |
| 3. | 6. | 9. |

6. List for each site the person or persons responsible for and authorized to post content:

Social Media Site:  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Contact Information: \_\_\_\_\_  
Telephone Number: \_\_\_\_\_  
Borough Email: \_\_\_\_\_

Social Media Site:  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Contact Information: \_\_\_\_\_  
Telephone Number: \_\_\_\_\_  
Borough Email: \_\_\_\_\_

Social Media Site:  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Contact Information: \_\_\_\_\_  
Telephone Number: \_\_\_\_\_  
Borough Email: \_\_\_\_\_

7. Who will have the usernames, passwords and/or access codes to the site(s):

Social Media Site:  
Name: \_\_\_\_\_

Title: \_\_\_\_\_  
Contact Information: \_\_\_\_\_  
Telephone Number: \_\_\_\_\_  
Borough Email: \_\_\_\_\_

Social Media Site:  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Contact Information: \_\_\_\_\_  
Telephone Number: \_\_\_\_\_  
Borough Email: \_\_\_\_\_

Social Media Site:  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Contact Information: \_\_\_\_\_  
Telephone Number: \_\_\_\_\_  
Borough Email: \_\_\_\_\_

8. Explain why there is a need for a Social Media presence. (Use the space below and/or attach additional pages if necessary)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9. Explain the purpose for each Social Media site. If more than one explain the purpose of each. (Use the space below and/or attach additional pages if necessary)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

10. Do you agree to post the language in Paragraph 6 as per the Social Media Policy?  
    \_\_\_ YES                      \_\_\_ NO

The Purpose of Part “A” of the application is to provide the applicant with preliminary approval to establish the site(s) in accordance with the Social Media Policy.

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**PRELIMINARY APPROVAL TO PROCEED TO ESTABLISH  
SOCIAL MEDIA SITE(S)**

\_\_\_\_\_  
Approval Date

\_\_\_\_\_  
Lissette Aportela, Borough Administrator

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Approval Date

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Stephanie Evans, Borough Clerk