

## **APPENDIX F: SOCIAL MEDIA POLICY**

The Village will use social media for the following purposes:

- To increase public awareness of the Village's programs, policies and services.
- To promote the value and importance of the Village's programs, policies and services among government officials, civic leaders and the general public.
- To maintain open, professional and responsive communications with members of the public and the news media.

All social media communications messages composed sent or received on the Village's IT equipment are the property of the Village. The Village reserves the right not to publish any posting, or to remove any posting at any time.

### **Management of Social Web Applications**

The Village Manager's office is responsible for overall social media administration, including, but not limited to, blogs, wikis, video sharing and business pages and social networking sites. The Village Manager's office will also:

- Maintain the sites, including the look and feel and pages for the comment policy, descriptions, etc.
- Upload posts (repeat bloggers/posters may be authorized to post themselves).
- Moderate comments (see Moderating Public Comments).

The Village Manager is authorized to order removal of material that is inconsistent with these guidelines. Links shall not be made to sites that are associated with, sponsored by, or serve a candidate for elected office or any political party or organization supporting or seeking to defeat any candidate for elective office or any ballot proposal.

To meet its purpose, the Village's Social Networking Sites may contain links to other social networking sites or websites that are not owned, regularly reviewed or controlled by the Village. The Village's Social Networking Sites do not provide links to external sites that are strictly political or religious in nature. The provision of direct links should not be construed as an endorsement or sponsorship of these external sites, their content or their hosts. The Village specifically disavows legal responsibility for what a user may find on another site, whether or not operated by the Village. The views and opinions of the authors of documents published on or linked to the Village's Social Networking Sites do not necessarily state or reflect the opinion, policy or position of the Village.

The Village of Bayside is not responsible for the content, quality, accuracy or completeness of any offsite materials referenced by or linked through the Village's Social Networking Sites. By using the Village's Social Networking Sites, the user acknowledges and accepts the risk of injury or damage from viewing, hearing, downloading or storing such materials rests entirely with the user and that the Village is not responsible for any materials stored on other social networking sites or websites, nor is it liable for any inaccurate, defamatory, offensive or illegal materials found on other social networking sites or websites. The Village does not endorse any content; viewpoint, products or services linked from its Social Networking Sites and shall not be held liable for any losses caused by reliance on the accuracy, reliability or timeliness of such information. The Village does not warrant the accuracy or reliability of or endorse any products or service providers listed or linked to its site.

Links to other social networking sites or websites are approved if they meet the following criteria:

- They are state, regional, local or federal government agencies, special purpose districts, hospitals, scientific or cultural organizations serving the Village of Bayside community and public educational institutions.
- They are community festivals and events that are open to the general public and that are endorsed, sponsored or cosponsored by the Village.
- Providers of search engines from the Bayside websites.
- No links are allowed to sites containing inappropriate material or to information irrelevant to the Village's mission or services.
- They are approved by the Village Manager.
- The Village Manager is authorized to order removal of material that is inconsistent with these guidelines.
- Links shall not be made to sites that are associated with, sponsored by, or serve a candidate for elected office or any political party or organization supporting or seeking to defeat any candidate for elective office or any ballot proposal.

### **Privacy & Security**

The Village has the right to monitor employees' social media use on Village equipment and will exercise its right as necessary. Users do not and should have any expectation of privacy. When using Social Networking Sites technologies, Village employees will:

- Identify themselves by name and as an employee of the Village.
- Use appropriate language and refrain from ethnic slurs, personal insults, obscenity or engage in any conduct that would not be acceptable in the Village's workplace.
- Demonstrate proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory, such as politics and religion.
- Be aware that what is written will not only reflect on the writer, but also on the elected officials of the Village and other Village employees.
- Not provide confidential information about citizens or employees, including names, or use such material as part of any content added to a site.
- Not comment on business partners or their competitors' practices or services or use such as part of content added to a site.
- Not provide others with confidential or proprietary information that would compromise negotiations or including such as part of content added to a site
- Without permission to publish or report on conversations that are meant to be private or internal.
- Be aware that all content added to a site *may* be subject to Wisconsin's Public Records & Open Meetings Laws and may be subject to discovery in legal cases.
- Insure that any content published to any website outside of the Village of Bayside that is related to an employee's work or subjects associated with the Village of Bayside will include the following disclaimer: "The postings on this site are my own and do not necessarily represent the Village of Bayside's positions, strategies or opinions."

### **Moderating Public Comments**

Where moderation of comments is an available option, comments from the public will be moderated by the Village Manager's office before posting in compliance with this policy.

In general, comments that are abusive, obscene, defamatory, in violation of copyright, trademark right, or other intellectual property right of any third party, or otherwise inappropriate or incorrect will not be posted.

Where moderation prior to posting is not an option, sites will be regularly monitored by the Village..  
Other Considerations

Postings must not violate any federal, state or municipal laws. For example, they may not:

- Reveal information about ongoing investigations
- Discuss deliberative materials
- Violate the regulatory process
- Circumvent Public Records & Open Meetings Laws
- Violate privacy or copyright
- Violate other legal issues that may not apply