

Village of Bloomingdale Administrative Policy

Title: Employee & Public Relations
Chapter Social Media
Policy Number: 6.4
Creation Date: June 25, 2013
Issued By: Manager of Information Systems & Assistant Village Administrator
Approved By: Village Administrator
Last Revised:

I. Purpose

This policy establishes guidelines for the use of any third party social media site by the Village (including but not limited to Facebook and Twitter) as a means of conveying Village information to the public. The intended purpose of Village operated social media sites is to disseminate accurate information to the public. In so doing, the Village has a vested interest and expectation of controlling what is “spoken” or “stated” on behalf of the Village, as well as and what is posted on a Village social media site.

II. Definitions

- A. Comments: Includes all information in the form of text, pictures, videos or any other form of communicative content posted on a Village social media site.
- B. Content Author: Employee(s) authorized by the Village to be responsible for preparing and posting information on a Village social media site.
- C. Moderator: Employee(s) authorized by the Village to be responsible for reviewing, responding to and/or removing information posted on a Village social media site.
- D. Poster: Any person posting information onto a Village social media site.
- E. Site Administrator: Employee responsible for the ongoing development, design and maintenance of a Village social media site.
- F. Social Media/Social Media Site: Content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media include but are not limited to Facebook, blogs, MySpace, RSS, YouTube, Second Life, Twitter, LinkedIn, Delicious, and Flickr.

III. Authority

- A. The creation and/or use of a social media site by any Village Department is subject to approval by the Village Administrator, or an authorized designee.
- B. All Village social media sites should clearly indicate that they are maintained by the Village in accordance with its Social Media Policy, Public Communication Policy and applicable federal, state and local laws, regulations and policies.

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- C. The Village website @ <http://www.villageofbloomingdale.org> is the Village's primary and predominant internet presence.
- D. Unless otherwise approved by the Village Administrator, all Village social media sites should link back to the official Village website for forms, documents, online services and other information necessary to conduct business with the Village.
- E. Any content maintained in a social media format that is related to Village business, including a list of subscribers, posted communication, and communication submitted for posting, may be deemed as a public record subject to public disclosure.

IV. Monitoring & Control

- A. The Village reserves the right to restrict or remove any content that is deemed in violation of this Policy or any applicable law. Any content removed based on these guidelines shall be retained by the Village for a reasonable period of time, including the time, date and identity of the person posting the information, when available.
- B. Village Moderator(s) are responsible for monitoring content on Village social media sites to ensure adherence to both this Policy and in the interest and positive image of the Village.
- C. Moderators are assigned by the Village Administrator in accordance with the following terms and conditions:
 - 1. Moderators will be assigned a site username and passwords by each Site Administrator.
 - 2. Moderators are responsible for responding to comments and requests applicable to their department.
 - 3. When responding to comment in his/her capacity as a Village employee, the employee's name and title should be made available.
 - 4. Must conduct themselves at all times as a representative of the Village and in accordance with all Village policies.
 - 5. Village Moderators shall not share personal information about themselves or other Village employees and officials.
 - 6. Content posted on a Village Social Media site in violation of this policy is to be removed by the Moderator, with a copy of the deleted comment maintained in a separate document.

V. Public Comment/Posting

- A. As a public entity the Village must abide by certain standards to serve all its constituents in a civil and unbiased manner.
- B. Comments posted that contain any of the following inappropriate forms of content shall not be permitted on Village social media sites and are subject to removal and/or restriction by the Village moderators.
 - 1. Comments not related to the original topic, including random or unintelligible comments;

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2. Profane, obscene, violent, or pornographic content and/or language;
 3. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, national origin, or any other protected status under state or federal law;
 4. Defamatory or personal attacks;
 5. Threats to any person or organization;
 6. Comments in support of, or in opposition to, any political candidate campaigns or ballot measures;
 7. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
 8. Conduct in violation of any known federal, state or local law;
 9. Encouragement of illegal activity;
 10. Information that may tend to compromise the safety or security of the public or public systems; or
 11. Content that violates a legal ownership interest, such as a copyright, of any party.
- C. A comment posted by a member of the public on any Village social media site is the opinion of the commentator only, and publication of a comment does not imply endorsement of, or agreement by, the Village, nor do such comments necessarily reflect the opinions or policies of the Village.
- D. Content posted to a Village-owned and maintained social media site thereafter becomes property of the Village. This includes all original wording, all posted images that come by way of a Smartphone, etc. However, photography or wording that has any prior and/or documented copyright or ownership will be removed.
- E. The Village reserves the right to deny access to third party social media sites for any employee on their Village workstation, who post comments with inappropriate content as set forth in “B” above, at any time and without prior notice.
- F. All comments posted to any of Village third party social media sites are bound by the third party social media’s Statement of Rights and Responsibilities, e.g., <http://www.facebook.com/terms.php> .
- G. The Village reserves the right to report any violation of any of the third party social media sites’s Statement of Rights and Responsibilities so that the third party social media site can take appropriate and reasonable responsive action.
- H. The disclaimer information contained in “C” and “D” above should be posted on all Village media sites.