Village of Brockport
Social Media Policy
Adopted by Village Board 10/03/16

Purpose

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, Village of Brockport departments may consider using social media tools to reach a broader audience. The Village encourages the use of social media to further the goals of the Village and the missions of its departments, where appropriate.

The Village of Brockport has an overriding interest and expectation in deciding what is "spoken" on behalf of the Village on social media sites. This policy establishes guidelines for the use of social media.

General

1. All Village of Brockport social media sites posted by executive departments will be subject to approval by the Mayor.
2. The Village of Brockport websites (www.brockportny.org, www.brockportpolice.org) will remain the Village's primary and predominant internet presence.
    1. The best, most appropriate Village of Brockport uses of social media tools fall generally into two categories:
        1. As channels for disseminating time-sensitive information as quickly as possible (example: emergency information).
        2. As marketing/promotional channels which increase the Village's ability to broadcast its messages to the widest possible audience.
    2. Wherever possible, content posted to Village of Brockport social media sites will also be available on the Village's main websites.
    3. Wherever possible, content posted to Village of Brockport social media sites should contain links directing users back to the Village's official websites for in-depth information, forms, documents or online services necessary to conduct business with the Village of Brockport.
3. As is the case for Village of Brockport's primary website, www.brockportny.org, the Deputy Clerk or designated alternate shall be responsible for the content and upkeep of any social media sites on behalf of the Village government.
4. Wherever possible, all Village of Brockport social media sites shall comply with all appropriate Village of Brockport policies and standards.
5. Any exceptions will be approved by the Village Clerk and subject to review by the Village Mayor and the appropriate department liaison.
6. Village of Brockport social media sites shall comply with Brockport Code of Ethics and administrative polices and New York State Election law.
7. The Village of Brockport will follow all records management requirements laid out in the New York State MU-1 schedule as they pertain to the content, related to Village business, maintained in a social media format.
8. Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between Village government and members of the public. Village of Brockport social media site articles and comments containing any of the following forms of content shall not be allowed:

1. Comments not topically related to the particular social medium article being commented upon;
2. Comments in support of or opposition to political campaigns or ballot measures;
3. Profane language or content;
4. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
5. Sexual content or links to sexual content;
6. Solicitations of commerce;
7. Conduct or encouragement of illegal activity;
8. Confidential or Village personnel matters;
9. Information that may tend to compromise the safety or security of the public or public systems; or
10. Content that violates a legal ownership interest of any other party.

These guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available.

9. The Village reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.
10. The Village will approach the use of social media tools as consistently as possible, enterprise wide.
11. All new social media tools proposed for Village use will be approved by the Village's information technology vendor and the Village Board.
12. Administration of Village of Brockport social media sites.
    1. The Deputy Clerk will maintain a list of social media tools which are approved for use by the Village.
    2. The Village Clerk will maintain a list of all Village of Brockport social media sites, including login and password information. Departmental representatives will inform the Deputy Clerk of any administrative changes needed to the sites and will provide relevant content for posting.
    3. The Village must be able to immediately edit or remove content from social media sites.
13. For each social media tool approved for use by the Village the following documentation will be developed and adopted:
    1. Operational and use guidelines
    2. Standards and processes for managing accounts on social media sites
    3. Village and departmental branding standards
    4. Standards for the administration of social media sites

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