

**Village of Brockport  
Facebook Standard**  
Confirmed by Village Board 07/15/19

**Purpose**

Facebook is a social networking site. Businesses and governments have joined individuals in using Facebook to promote activities, programs, projects and events. This standard is designed to assist the Village government in driving traffic to its website, [www.brockportny.org](http://www.brockportny.org), and to inform more people about Village activities. These standards should be used in conjunction with the Village of Brockport Social Media Policy. As Facebook changes these standards may be updated as needed.

**Exception**

The Brockport Police Department set its own standard and policy regarding Facebook, concurrent with the law enforcement field. BPD will create and manage all content on its Facebook page.

**Content**

1. Type of 'pages'

1. The Village will create 'pages' in Facebook not 'groups.' Facebook 'pages' offer distinct advantages including greater visibility, customization and measurability. Related community pages are unofficial representations of village business created by Facebook. Community pages will currently be accepted as is unless there is a copyright/trademark issue.
2. For 'type' description, choose 'government.'

2. Boilerplate

1. The Facebook page's cover and profile images will be standardized where possible with the website images and the village logo will be added to the cover photo.
2. Complete the Page Info section as fully as possible.
3. If comments are turned on, the Facebook page should include a tab/link to a Comment Policy tab with the following disclaimer:

Comments posted to this page will be monitored. Under the Village of Brockport Social Media Policy, the Village reserves the right to remove inappropriate comments including those that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, support or oppose political candidates or ballot propositions, promote illegal activity, promote commercial services or products or are not topically related to the particular posting.

### 3. Link to the Village

1. A link to [www.brockportny.org](http://www.brockportny.org) will be included on the Page Info page.

### 4. Page administrators

1. A successful page requires "babysitting." The Deputy Clerk is responsible for monitoring the Facebook page. Posts should be approved by the Mayor or a designated alternate.
2. The Deputy Clerk or designated alternate is responsible for making sure content is not stale. The Mayor will designate a back-up administrator in the Deputy Clerk's absence.

### 5. Comments and Discussion Boards

1. Comments will be allowed on the timeline and must adhere to the Comment policy. Discussion Boards/apps should be turned off.

### 6. Style

1. The Village Facebook page will be consistent with Village branding.
2. Administrators will use proper grammar and standard AP style, avoiding jargon and abbreviations. Facebook is more casual than most other communication tools but still represents the Village at all times.

### 7. Applications

1. There are thousands of Facebook applications. Common applications can allow users to stream video and music, post photos, and view and subscribe to RSS feeds. While some may be useful to the page's mission, they can cause clutter and security risks.
2. An application should not be used unless it serves a business purpose, adds to the user experience, comes from a trusted source and is **approved** by the Village's information technology vendor and the Mayor.
3. An application may be removed at any time if there is significant reason to think it is causing a security breach or spreading viruses.

### **Archive**

1. The Facebook page will be set up in conjunction with a designated Village e-mail account.
  2. Content on the Facebook page will not constitute items of official record. All communication will represent or reiterate existing items of record. This disclaimer will be presented on the Facebook page as well as the Village of Brockport Social Media Policy available at [www.brockportny.org](http://www.brockportny.org).
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