

Village of Richfield
Social Media Policy

1.0 PURPOSE:

The Village of Richfield will employ the use of social media tools to more effectively market the community to outside individuals and organizations, to ensure the broad distribution of accurate and timely information regarding relevant Village-related issues, and to promote dialogue between community members and the Village of Richfield. Social media shall include any and all tools used for external electronic communications including blogs, forums, social networks, RSS feeds, and video blogs sponsored, produced, created, or maintained by the Village of Richfield for the purpose of representing the Village of Richfield. Social media shall not include email.

2.0 ORGANIZATIONS AFFECTED:

This policy will apply to all Village staff and elected officials who participate in the use of social media for the purposes of any and all business with the Village of Richfield.

3.0 POLICY:

It is the policy of the Village of Richfield to enforce all guidelines dictated in this policy regarding the use of social media for Village purposes.

4.0 DEFINITIONS:

Content: Including, but not limited to: comments, text, graphics, video, icons, images, and avatars.

Platform: Social media sites including but not limited to: Facebook, Twitter, LinkedIn, Blogger, and YouTube.

Comments: Blogs may allow readers to add feedback comments under posts, and may also provide a feed for comments as well as for main items.

Blog: Web sites with dated items of content in reverse chronological order, self-published by bloggers. Items – called posts – may have key word tags associated with them, are usually available as feeds, and often allow commenting.

Publish: Posting, pasting, commenting, etc., to any social media platform.

Posts: Item on a blog or forum.

Presence online: Has (at least) two aspects. One is whether you show up when someone does a search on your name. The second is whether you use tools that show you are available for contact by instant messaging, voice-over IP, or other synchronous methods of communication.

Profile: Information that users provide about themselves when signing up for a social networking site. As well as a picture and basic information, this may include personal and business interests, or “blurbs” and tags to help people search for like-minded people.

RSS: Short for “Really Simple Syndication.” This allows subscribers to receive content from blogs and other social media sites and have it delivered through a feed.

Social Media: Tools and platforms people use to publish, converse, and share content online. The tools include blogs, wikis, podcasts, and sites to share photos and bookmarks.

Podcasts: Audio or video content that can be downloaded automatically through a subscription to a website so you view or listen offline.

Social Networking: Online place where people can create online profiles.

Transparency: Enhances searching, sharing, self-publishing, and commenting across networks; makes it easier to find out what’s going on in any situation where there is online activity.

Moderators: Village of Richfield employees, expressly in writing authorized agents, and/or contractors.

5.0 PROCEDURE:

5.1 All Village of Richfield social media platforms shall adhere to applicable state, federal, and local laws, regulations and Village policies.

5.2 Open records laws and policies apply to social media content and therefore content must be able to be managed, stored and retrieved to comply with these laws. All social media platforms and entries shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.

- 5.3 Under the direction of the Village Administrator, designated staff within the Village will have access to social media tools for the purpose of sending official communications, notices, and updates to the general public. All communications must be consistent with the mission of the Village of Richfield, and be distributed in accordance with existing guidelines and practices for the dissemination of public information (i.e. press releases, web postings, email lists, and newsletters). Communications will be monitored for quality assurance purposes by the Village Administrator or designee.
- 5.4 The Village reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.
- 5.4.1 The Village will not allow to be posted the following comments:
- 5.4.1.1 Personal attacks. Posts may express a user’s opinion regarding a posted issue or a specific comment made about a posted issue, but posted comments cannot directly attack a specific person.
 - 5.4.1.2 Profanity and racial slurs.
 - 5.4.1.3 Specific support or opposition of an elected official(s). Users posting comments are welcome to support or oppose “The Board,” but not individuals or specific groups of individuals on the Village Board.
 - 5.4.1.4 Campaigning. No user posts will be allowed to directly urge a Yes or No vote on ballot initiatives or directly endorse or oppose a Board member or candidate.
 - 5.4.1.5 Comments unrelated to the initial blog post. Posted comments must relate to the subject of the post.
- 5.5 Each Village of Richfield social media platform account is the sole proprietorship of the Village. Moderators are authorized to create and post content on behalf of the Village, but do not own the accounts. When the function of moderator ends, the employee shall surrender all rights, including administrative authority and passwords, to these accounts.
- 5.6 Where appropriate, Village IT security policies shall apply to all social media platforms and related content.

- 5.7 The Village of Richfield logos, marks, and insignia may be used on Village social media platforms owned and maintained exclusively for Village business and related Village purposes. The Village's name, logos, marks, and insignia will not be used to promote any political party, candidate or for partisan political purposes, to conduct private commercial transactions, endorse any product or to engage in private business activities.
- 5.8 All social media platforms shall clearly indicate they are owned and maintained by the Village of Richfield and shall have Village contact information prominently displayed.
- 5.9 All Village related communication through social media tools shall be professional in nature and conducted in accordance with the Village's communication policies, practices, and expectations.

6.0 VIOLATION:

Employees found in violation of this policy may be subject to disciplinary action up to and including termination of employment.