

Village of Ardsley Social Media and Email blast Policy

Policies are developed and stated herein to set forth parameters for the implementation and use of social media, such as Facebook and public email blasts for the dissemination of official Village or other governmental information.

Purpose

The purpose of this document is to set forth the rules, regulations, and conduct for official Village use of social media and Village email blasts. The policy does not include use of social media by Village employees and officials in their personal capacity.

Use of Social media encouraged:

It shall be the policy of the Village of Ardsley to make use of social media outlets, including but not limited to Facebook, Twitter, and Instagram to disseminate information about the Village to both residents and non-residents.

Management of Social Media:

Management of the Village's social media accounts and approval of all posts will be ultimate responsibility of the Village Manager, however, the Village Clerk will be responsible for the daily social media updates. Only those Village employees so designated by the Village Manager may post on the Village's behalf. Those designated shall conduct themselves at all times in accordance with this policy.

Social Media Accounts

There shall be one official Village Facebook account, located at www.facebook.com/Ardsley, one official Twitter account, located at www.twitter.com/ardsley, and one official Instagram account located at www.instagram.com/Ardsley.

Village departments, offices, agencies, boards, commissions or committees may have separate social media accounts, but all must adhere to Village policies. Employees are prohibited from posting any confidential information they gain through their employment with the Village, either on Village social media or on personal accounts.

In addition to the social media accounts, the Village will utilize email blasts and the Village website for dissemination of information.

Acceptable content:

Information disseminated through any means of social media, website and email blasts are for governmental purposes only. No information will be disseminated for private, non-governmental purposes and no private individual or non-governmental agency shall be publicized unless required by some official granting agency. The following are guidelines, and

not an exhaustive list, of what would be considered acceptable to post on Village social media accounts or distribute in Village email blasts:

- Emergency Notices
- Meeting Notices
- Proposed Local Laws
- Public Hearings
- Announcement of Village events
- Accounts by governmental agencies only regarding services provided to the Village or otherwise concerning the Village (e.g. announcement by the County of road closings)
- Updates of Village projects
- Results of Village election/referenda
- Reminder of Tax billing
- Links to official information from the Village or other governmental or quasi-governmental agencies only.
- Other public service information with approval of the Village Manager.

Links/Likes:

The Village's social media accounts may link, like, or otherwise associate with social media accounts of other governments, government agencies, or government related professional associations/organizations only.

Open Meetings:

Village social media accounts shall not be used in a way that would violate any requirements of the Open Meetings Law or other applicable law, such as by having members of Village Boards or Committees engage in discussion using such accounts.

Moderation of posts made by the public:

The Village shall strive to ensure that comments on posts follow the guidelines listed below and are germane to the topic at hand. However, comments containing any of the following shall be deemed inappropriate content subjects to removal and/or restrictions by the Village.

- Any comment advocating/promoting unlawful activity or otherwise against any person or group of persons or that promote, foster or perpetuate 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.
- Any comment of religious nature.
- Any comments of a political nature or promoting a particular political philosophy.
- Any comments containing defamatory or personal attacks or threats to any person or organization.
- Comments not related to the original topic, including random or unintelligible comments.

- Information that may tend to compromise the safety or security of the public or governmental operations.
- Comments that may cause an invasion of privacy.

The Village reserves the right to delete any comment containing any of the above, and in the event of repeated posts in violation by a particular user, may block such user. If a blocked user wishes to have its ability to comment restored, it can appeal to the Village Manager. If appropriate, the Village may also report a particular comment to the police department.

Notices:

The Village shall include in all of its social media accounts a notice that posts are subject to the term of service of the relevant provider (e.g. Facebook, Twitter, Instagram, etc.), subject to the Freedom of Information Act and other application law, and subject to this policy.

Disclaimer to be posted on Village social media sites.

A communication made through Village social media sites shall in no way constitute a legal or official notice to the Village and should not be used as a means to contact the Village. Comments on social media may be monitored only during business hours and are not responded to by the Village.

Adoption/Termination /Migration:

The Village reserves the right to add or terminate any or all of its social media accounts, or to delete any posts generated by the Village or previously approved by the Village.

Use of social media not exclusive:

The use of social media will be in addition to, and not in place of, means of communication already in use such as e-mail blasts, posts on the Village website and other means of communication to the public.