



Village of Montgomery

Village Board Policy

Subject: Use of Social Media for Village Communications

Amends Previous Policy Dated: _____

New Board Policy: X

Effective Date: August 22, 2011

Approved: Marilyn Michelini
Village President

I. PURPOSE

The purpose of this policy is to address the fast-changing landscape of the Internet and the way the public communicates and obtains information from the Village online, specifically through social media. The Village encourages the use of social media tools to reach a broader audience, to further the goals of the Village and the missions of its departments, and to assist the Village in delivering its core services to the general public.

Social media networks provide two-way communication with visitors, as opposed to a website. Usage of social media in the workplace is limited to achieving municipal goals and objectives, and is not for personal use. Examples of social media include but are not limited to Google and Yahoo Groups (reference, social networking), facebook (social networking), YouTube (social networking and video sharing), Flickr (photo sharing), Twitter (social networking and microblogging), LinkedIn (business networking) and news media comment sharing/blogging.

II. RESPONSIBILITY

The Village Board, by means of this policy, has the final responsibility to determine what media outlets are suitable for use by the Village. Once the Board approves an outlet the Village Manager will designate an employee or employees to serve as social media administrator(s) and will oversee and regulate the usage of social media sites.

III. FORMS

None.

IV. RULES AND PROCEDURES

- A) All official Village presences on social media sites or services are considered an extension of the Village's information networks. The Village of Montgomery's website will remain the Village's primary and predominant internet presence.

Use of Social Media for Village Communications

Page 2 of 2

B) The following media outlets are suitable to use by the Village:

1. Facebook
2. Nixle
3. Twitter
4. YouTube
5. LinkedIn

C) The Village of Montgomery's social media sites shall comply with the Freedom of Information Act (FOIA). Any content maintained in a social media format that is related to Village business, including a list of subscribers and posted communication, is a public record.

D) The social media administrator will monitor social media use and will review content for appropriateness, quality, consistency with overall Village message and branding, priority, goals, etc. The social media administrator has the right to delete or remove inappropriate and/or offensive postings or comments. Any negative posting regarding a specific employee or Village official shall be deleted.

E) 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 departments and members of the public. Village of Montgomery social media site articles and comments containing any of the following forms of content should not be allowed and will be deleted:

1. Comments in support of or opposition to political campaigns or ballot measures.
2. Profane language or content.
3. 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.
4. Sexual content or links to sexual content.
5. Solicitations of commerce.
6. Conduct or encouragement of illegal activity.
7. Information that may tend to compromise the safety or security of the public or public systems.
8. Content that violates legal ownership interest of any other party.
9. Any posting regarding a specific employee or Village official.

F) If it is found that comments from an individual are repetitive and continuous, the employee should not take up staff time by continuing to respond to comments made. Instead employees should ask them to contact a department head, specific to their needs, through phone or e-mail.

V. LEGISLATION AND DOCUMENTATION

None.