

Village of Kronenwetter Social Media Policy

This document defines the social networking and social media policy for the Village of Kronenwetter. To address the changing landscape of the Internet and the way residents communicate and obtain information online, the Village uses social media to reach a broader audience and further the goals of the Village, where appropriate.

PURPOSE

Because many of our residents utilize social media for news and communications, the Village of Kronenwetter has developed its own social media accounts, which help us inform the public about our work and mission. We rely on our own free speech rights to communicate our selected messages. Comments left on our social media sites reflect the views of the commenters, not the views of this agency.

The Village of Kronenwetter is committed to fully complying with the freedom of speech clause of the First Amendment of the U.S. Constitution and other similar legal obligations surrounding free speech. Since we follow the law, there may be times when what some people perceive to be offensive comments left by members of the public will remain visible on our social media posts, if such comments are legally protected speech.

The Village has an important interest in assuring the accuracy and consistency of information associated with our social media sites. These terms and conditions establish guidelines for the public's use of our social media sites in a way that balances these values.

GOALS

The Village of Kronenwetter aims to effectively use social media accounts to:

- Provide information
- Support community engagement and outreach
- Support marketing and promotional campaigns
- Frame the public conversation around the Village
- Assist with recruitment efforts

DEFINITIONS

1. "Social media" means digital content created by the Village and communicated on platforms that allow sharing, commenting, and engagement by the public. Examples of social media accounts we may use are Facebook, Twitter, Instagram, YouTube, LinkedIn, and Nextdoor.

2. "Posting" refers to digital media entries, reports, messages or endorsements created by the Village and published on social media sites.
3. "Comments" include any digital content, information, links, images, videos, or any other form of communicative content posted in reply or response to a social media account post posted by us on one of our social media sites.
4. "User" means a member of the public who views or interacts with one or more of our social media accounts.

INTERNAL POLICY

EXPECTATIONS

1. Village elected officials and staff should not use their personal social media sites to share Village information or opinions.
2. If a Village elected official or staff comment or post about official Village business, they must identify their name and role within the Village.
3. Village elected officials and staff should follow best practices for posting updates or information on social media sites.
4. Social media sites should be archived in accordance with Wis. Stats. §§ 19.31-19.39.

PERSONAL VS. PROFESSIONAL GUIDELINES

PERSONAL USE

All Village employees and elected officials may have personal social media sites. These sites should remain personal in nature and be used to share personal opinions or non-work-related information. This helps ensure a distinction between sharing a personal and or a Village view. Village employees must never use their Village e-mail account or password in conjunction with a personal social media site.

The following guidance is for Village employees or elected officials who decide to have a personal social media or who decide to comment on posts about official Village business:

- State your name and, if relevant, role, when discussing Village business;
- Use a disclaimer such as: "The postings on this site are my own and don't reflect or represent the opinions of the Village of Kronenwetter for which I work."

If social media is used for official Village business, the entire Village site, regardless of any personal views, is subject to **best practice guidelines and standards – WHAT ARE THEY? ATTACH TO THIS?**.

PROFESSIONAL USE

All official Village-related communication through social media, should remain professional in nature and should always be conducted in accordance with the **Village's communications policy, practices and expectations – WHAT IS THIS? ATTACH TO THIS?**. Employees must not use official Village social media for political purposes, to conduct private commercial transactions, or to engage in private business activities.

Village employees should be mindful that inappropriate use of official agency social media can be grounds for disciplinary action **and/or termination**. Only individuals authorized by the Village may publish content to an agency website or agency social media account.

POSTING

Official social media sites need to be clear, precise and follow industry best practices for posting updates. All content posted to agency social media should be:

- Relevant – Information that engages residents and pertains to their daily lives
- Timely – Pertains to deadlines, upcoming events, or current news
- Actionable – Prompts residents to take action

What Not to Post:

Village employees may not publish content on Village social media sites that includes:

- Confidential information
- Copyrighted material without permission
- Profane, racist, sexist, threatening or derogatory content or comments
- Partisan political views
- Commercial endorsements or SPAM

RETENTION

Social media sites are subject to Wis. Stats. §§ 19.31-19.39. **Any content produced or maintained on a Village social media site, including communication posted by the Village and communication received from citizens, is a public record. The department maintaining a site shall preserve records pursuant to the relevant records retention schedule in a format that preserves the integrity of the original record and is easily producible. Furthermore, retention of social media records shall be captured in a continuous, automated fashion.**

REGISTERING A NEW PAGE

All Village social media sites shall be 1) approved by the Village Administrator, 2) published using approved social networking platform and tools, and 3) administered by the communications specialist or another designated contact.

DEREGISTERING AN EXISTING PAGE

If a social media page is no longer of use, 1) notify the Village Administrator, 2) ensure records have been archived according to agency guidelines, and 3) unpublish and delete page.

EXTERNAL POLICY

EXPECTATIONS

1. Elected officials and staff of the Village believe that honest, civil, and productive discussions provide the best environment for citizens and other stakeholders to understand the work of their government.
2. Commenters are asked to consider that our social media feeds may be viewed by children and other impressionable people. Please avoid profanity, slurs, personal attacks, bullying, or use of false information.

ACCOUNTABILITY

The Village commits to regularly train its employees on this policy and relevant freedom of speech case law and also commits to hold employees accountable if they violate policy or law.

GENERAL GUIDELINES

- These terms and conditions apply to all our social media sites. Where possible, a link to these terms and conditions will be made available as a hyperlink or posted as text somewhere on our social media accounts.
- Users should know that social media posts we make, comments and replies to those posts, and any direct or private messages sent to us may be public records subject to applicable public records release.
- Our social media accounts are not monitored 24/7 and no one should utilize our social media accounts to seek emergency services. Anyone in need of emergency help should call 9-1-1.
- We do not guarantee we will respond to comments or messages sent on our social media accounts.

CONTENT MODERATION

LIMITED PUBLIC FORUM

Our social media accounts are created and maintained as limited public forums under the case law pertaining to the freedom of speech clause of the First Amendment to the U.S Constitution. We invite members of the public to view and, where possible and permitted, provide comments or other engagement on our social media posts. However, the law permits us to hide and/or delete comments that are not protected speech under the First Amendment and relevant caselaw. As a general rule, we will not hide and/or delete comments solely because such comments are critical of the Village, its staff or its officials.

PROHIBITED CONTENT

As indicated above, we may hide or delete:

- Comments expressly advocating direct violence or other illegal activity;
- Comments containing or linking to obscenity, which is defined as sexually explicit and/or pornographic content that is patently offensive, appeals to prurient interest, and lacks serious literary, artistic, political, or scientific value;
- Comments that expressly encourage or advocate our agency to illegally discriminate based on race, age, religion, gender, national origin, disability, sexual orientation, veteran status, or any other legally protected class;
- Comments containing links to malware and/or malicious content that affects the normal functioning of a computer system, server, or browser;
- Duplicate comments posted repeatedly within a short period of time;
- Comments containing actual defamation against a specifically named person or organization, either as determined by a court or comments that are patently defamatory by easily discovered facts;
- Comments that contain images or other content that violate the intellectual property or copyright rights of someone else, if the owner of that property notifies us that the property was posted in a comment on our social media account.
- Comments that contain a hyperlink to any website other than those controlled by the Village. This will be done without regard to the viewpoint of the comment containing such a link or the content of the site to which the link redirects.

RETENTION

When a comment containing any of the above content is posted to our social media account, a copy or electronic record of that content may be retained or archived pursuant to our records retention policy, along with a brief description of the reason the specific content was deleted. Once documented, the content will be removed, where possible, from our social media account.

APPEAL

- If our staff hides or deletes a user's comment pursuant to these terms and conditions, the user has the right to **appeal that decision** by sending an email or a letter to the Village of Kronenwetter within five business days.
- **Upon receipt of an appeal, our attorney will determine whether the comment at issue contained content protected by law.** If the appeal is successful, the comment may (if possible) be restored for public view, or the user may be permitted to repost the comment. Upon a determination that the comment was not protected by law, the user will be notified that the appeal was denied.
- *Blocking or Banning a User.* When we determine that a user has violated these terms and conditions on three or more occasions within a twelve-month rolling period, we may block or ban the offending user from the social media account where the violations occurred.

??? – QUESTION – I CAN POST PORNOGRAPHY 3 DIFFERENT TIMES IN A YEAR BEFORE I AM BLOCKED – I THINK IT SHOULD BE IMMEDIATE SAME WITH SOME OF THE OTHER BANNED POST DEFINITIONS.

If we block or ban a user, we will (a) reasonably attempt to notify the user; (b) describe the violation(s); and (c) explain the appeal process.

If the appeal is successful and the user has not violated this policy three times within a rolling 12-month period, we will unblock or unban the user from the social media account. If the appeal is not successful, our decision will stand.