

PURPOSE

The Village of Elm Grove operates and maintains social media sites as a public service to provide information about Village programs, services, projects, events and activities. The Village promotes the secure use of social media to facilitate transparency, interactivity and collaboration. The Village social media policy establishes guidelines for all external communication from the Village using social media, including management, administration and oversight of those media. This policy is meant to address several forms of social media, as new forms and social media tools emerge. The Village will approach the use of social media with equity, freedom from bias, integrity and consistency. All information on Village social media sites or services are considered extensions of the Village's information networks and are governed by the guidelines set by this policy and related policies and procedures.

The Village Manager has an overriding and legitimate interest and expectation in deciding what is "spoken" on behalf of the Village on social media sites. It is the policy of the Village that a standard for interaction with social media tools and their associated technology is hereby established.

DEFINITIONS

Social Media - are forms of electronic communication (as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos). This policy covers all social media tools, both current and future.

Social Media Account - shall mean any registration, login credential, tool, forum, website, or network that is created or maintained by a Department, Division, or Office for the purpose of establishing or perpetuating a social media presence.

Authorized User - shall mean any employee, and all persons acting on their behalf, who has been authorized by their Department Director and registered with and approved by the Village Manager's Office to establish, create, edit, or maintain any social media account and the posts it may contain in the transaction of official business of the Village.

Post - shall mean any e-mail, message, picture, graphic, image, advertisement, notification, feed, stream, transmission, broadcast, podcast, video, instant message, text message, blog, microblog, status update, wall post, comment, and any and all other forms, means, or attempts at collaboration or communication that is uploaded, posted to, or otherwise displayed on or transmitted by, any social media account or network.

1. OFFICIAL SOCIAL MEDIA SITES

- 1.1. Official social media sites and names must be clearly connected to the Village, one of the Village departments or an approved or sponsored activity. All official Village social media sites are to link to the Village's official website (www.elmgrovetwi.org) and should clearly state that they are maintained by the Village of Elm Grove.

2. GENERAL GUIDELINES

- 2.1. All Village of Elm Grove social media site proposals and uses are subject to prior review and approval by the Village Manager's Office.
- 2.2. Village social media sites are an extension of the Village's communication infrastructure.
- 2.3. The Village's official website (www.elmgrovetwi.org) will remain the Village's primary and predominant Internet presence.
 - 2.3.1. The best and most appropriate uses of social media tools fall generally into two categories:
 - 2.3.1.1. As channels for disseminating time-sensitive information as quickly as possible (e.g. emergency information, cancellations/closures).
 - 2.3.1.2. As marketing/promotional channels that increase the Village's ability to broadcast its messages to the widest possible audience (e.g. recreation programming information).
 - 2.3.2. Whenever reasonable, content posted to a Village social media site should also be available on the Village's official website.
 - 2.3.3. Whenever reasonable, content posted to a Village social media site should contain links directing users back to the Village's official website for in-depth information, forms, documents and online services necessary to conduct business with the Village.
 - 2.3.4. Whenever reasonable, content posted to a Village social media site should be consistent with established Village branding and utilize official department logos and graphics.
- 2.4. Social media accounts will be maintained by Authorized Users, who must be approved as an agent of the social media account by the appropriate department head and Village Manager's Office.
- 2.5. Authorized Users are responsible for the content and upkeep of assigned Department's social media sites.
- 2.6. All Village social media sites and the conduct of Authorized Users shall comply with all appropriate Village policies and standards.
- 2.7. Village social media sites are subject to State of Wisconsin and Village of Elm Grove public records laws. Any content maintained in a social media format that is related to Village business, including, but not limited to lists of subscribers, posted communication, post comments, and direct messages, is a public record.
- 2.8. Wisconsin State law and relevant Village records retention schedules apply to social media formats and their content.
- 2.9. The Village Manager's Office reserves the right to restrict or remove any content that is deemed in violation of this Social Media Use policy, the Terms of Use Agreement, and/or any applicable law found not to be in accord with Village purposes and policies, or for any other reason.
- 2.10. Any exceptions to the policy are subject to the prior review and approval of the Village Manager.

3. CONTENT

- 3.1. General
 - 3.1.1. Content may include but is not limited to information, blogs, forms, social networks, photographs, videos and hyperlinks.
 - 3.1.2. Authorized users must ensure that material posted to social media sites is consistently monitored to:

- 3.1.3. Respond promptly to questions, replies, and direct messages;
- 3.1.4. Replace stale, outdated and/or incorrect information, and;
- 3.1.5. Remove inappropriate content, and;
- 3.1.6. Any content deemed inappropriate and removed shall be properly archived.

3.2. Informational Partners

- 3.2.1. Content and information from the Village will be the first priority for all Village social media sites. Content that can be shared by Village social media sites include but are not limited to the following:
 - 3.2.1.1. Governmental entities serving within or surrounding the Village of Elm Grove areas
 - 3.2.1.2. Federal Agencies
 - 3.2.1.3. State of Wisconsin Agencies
 - 3.2.1.4. Waukesha County
 - 3.2.1.5. Village of Brookfield, New Berlin, or Wauwatosa Fire Departments
 - 3.2.1.6. Village of Brookfield, New Berlin, or Wauwatosa Police Departments
 - 3.2.1.7. Waukesha County Public Health
 - 3.2.1.8. Humane Animal Welfare Society
 - 3.2.1.9. Waukesha County Communications Center
- 3.2.2. Public Education entities located within the Village of Elm Grove
 - 3.2.2.1. Elmbrook School District
- 3.2.3. Village of Elm Grove Community Organizations
 - 3.2.3.1. Elm Grove Community Foundation
 - 3.2.3.2. Elm Grove Business Association
 - 3.2.3.3. Elm Grove Junior Guild

3.3. Public Comments/Postings

- 3.3.1. All comments and posts to the Village's social media sites will be monitored daily to maintain proper conduct. Although posts and comments are welcomed on the Village of Elm Grove social media sites, these sites are considered limited public forum and are moderated by Village Staff. Posts or comments that are found to be in violation of this policy, specifically posts or comments that are in violation of section 4 of this policy, shall be removed in accordance with section 5 of this policy.
- 3.3.2. Employees utilizing social media on behalf of the Village should be mindful of any statements made; employees should use discretion before posting or commenting. Employees should practice careful screening of any social media communication made on behalf of the Village.
- 3.3.3. Comments posted by a member of the public on any Village social media site shall be considered the opinion of that commenter and poster only. Any publication of this content does not imply endorsement of, or support by the Village. These comments do not necessarily reflect the opinions or policies of the Village.
- 3.3.4. Posts and comments made via the Village operated social media sites are considered public records according to Wisconsin open records law. This means that posts and comments of the employees, Manager, Public Information Officer(s) and feedback from citizens are public records.

3.4. Links and Embedded Content Policy

3.4.1.1. The Village may provide links to non-village social media sites and external websites that offer helpful resources for users. When an individual selects a link to another site, the Village's policy no longer applies and the individual is subject to the policies of that website or social media page. The Village does not take responsibility for the content on external websites and provides these links only for the convenience of the user. Information located on external websites are not controlled or endorsed by the Village. The Village reserves the right without notice to remove posted links that violate the Village's social media policy.

4. PROHIBITED ACTS

- 4.1. The following are prohibited on Village social media sites:
- 4.2. Comments not related to posts made by the Village on the Village's social media sites;
- 4.3. Posts, comments, and direct messages that promote, foster or perpetuate discrimination on the basis of creed, color, age, religion, gender, marital status, status with public assistance, national origin, physical or mental disability or sexual orientation;
- 4.4. Posts, comments, and direct messages that are vulgar, offensive, threatening or harassing language, personal attacks, libel or accusations;
- 4.5. Posts, comments, and direct messages that promote politically partisan messaging;
- 4.6. Obscene or sexual content or link to obscene or sexual content;
- 4.7. Violate any federal, state, or local law or encourage any illegal activity;
- 4.8. Any information that could lead to a compromise of safety or security of the public or public entities; and
- 4.9. Content that violates the legal ownership or interest of any other party.

5. RIGHT TO REMOVE CONTENT

- 5.1. The Village Manager or Public Information Officer(s) reserves the right to remove content posted that does not comply with this policy. All posts and comments on Village social media sites will be reviewed daily to ensure compliance with this policy. Individuals with questions regarding removed content are directed to contact the Village Manager and/or designated Public Information Officer(s).
- 5.2. Comments or posts violating any of the Prohibited Acts mentioned in section 4 will be properly archived and subsequently deleted.

6. ESTABLISHING SOCIAL MEDIA ACCOUNTS

- 6.1. Contact the Village Manager's Office to discuss objectives and desired outcomes for utilizing social media and to help determine the site's effectiveness in reaching the Department's/Division/Office's communication objectives.
- 6.2. Obtain prior formal approval from the Village Manager's Office to proceed with any proposed social media account.
- 6.3. The Department Director shall specify all initial Authorized Users for the project prior to establishing any social media account.
- 6.4. Obtain a completed and signed Authorized User Agreement Form for each employee responsible for managing social media accounts and return signed agreement(s) to the Village Manager's Office.

- 6.5. Establish the social media account using a Village e-mail address and provide the account user name and password to the Village Manager's Office, including all subsequent modifications to credentials.

7. LIABILITY

- 7.1. The Village will attempt to maintain social media sites without inaccuracies, but does not guarantee social media sites to be error free. All individuals using the Village's social media sites are subject to that site's Privacy Policy. The Village does not maintain control over commercial advertisements that may appear on the Village's social media sites as part of the site's design. Village social media sites may include content such as advertisements and hyperlinks that are not controlled by the Village. The Village does not support or endorse any hyperlinks or advertisements on Village sites by social media site owners, vendors or partners.

8. COPYRIGHT

- 8.1. All content generated by the Village of Elm Grove provided through social media sites is the property of the Village of Elm Grove. The Village holds the right to copyright all text, graphics, images and other content produced by the Village social media sites. Individuals are allowed to print copies of information for personal, noncommercial use, only if the copyright symbol is included. i.e. "Courtesy of the Village of Elm Grove." Page 6 of 6
Individuals are prohibited from any commercial use any text, logos, photos, videos or any other content from Village social media sites without the written permission of the Village of Elm Grove. Use of the Village logo is only allowed for Village purposes.