

SOCIAL MEDIA POLICY

In the future, the Village may utilize social media resources such as Facebook or twitter to more effectively connect with its residents. In the event the Village establishes such an account, it shall be governed by the following policy:

Purpose

This policy establishes guidelines for the establishment and use of social media sites including, but not limited to Facebook and Twitter, by the Village of Almont as a means of conveying Village information to its residents and guests.

The Village of Almont has an overriding interest and expectation in deciding what is “spoken” on behalf of the Village on Village social media sites.

For purposes of this policy, “social media” is understood to be content created by individuals, using accessible, expandable, and upgradeable publishing technologies, through and on the Internet. Examples of social media resources, which include, but are not limited to Facebook, blogs, MySpace, RSS, YouTube, Second Life, Twitter, LinkedIn, and Flickr. For purposes of this policy, “comments” include information, articles, pictures, videos or any other form of communicative content posted on a Village of Almont social media site.

General Policy

1. The establishment and use of Village social media sites are subject to approval by the Village Manager or his/her designees. All Village of Almont social media sites shall be administered by the Almont Village Manager
2. Village social media sites should make clear that they are maintained by the Village of Almont and are governed by this policy.
3. Wherever possible, Village social media sites should link back to the official Village of Almont website for forms, documents, online services and other information necessary to conduct business with the Village of Almont.
4. The Village Manager will monitor content on Village social media sites to ensure adherence to both the Village’s Social Media Policy and the interest and goals of the Village of Almont.
5. The Village reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law. Any content removed based on these guidelines must be retained by the Village Manager for a reasonable period of time, including the time, date and identity of the poster, when available.
6. These guidelines must be displayed to users or made available by hyperlink.
7. The Village will approach the use of social media tools as consistently as possible, enterprise wide.
8. The Village of Almont’s website at www.almontvillage.org will remain the Village’s primary and predominant internet presence.

9. All Village social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
10. Village social media sites are subject to the Michigan Freedom of Information Act. Any content maintained in a social media format that is related to Village business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure.
11. Comments on topics or issues not within the jurisdictional purview of the Village of Almont may be removed.
12. Employees and Board Members representing the Village government via Village social media sites must conduct themselves at all times as a representative of the Village and in accordance with all Village policies.
13. This Social Media Policy may be revised at any time.

Comment Policy

1. As a public entity the Village must abide by certain standards to serve all its constituents in a civil and unbiased manner.
2. The intended purpose behind establishing Village of Almont social media sites is to disseminate information from the Village, about the Village, to its citizens.
3. Comments containing any of the following inappropriate forms of content shall not be permitted on Village of Almont social media sites and are subject to removal and/or restriction by the Village Manager or his/her designees:
 - a. Comments not related to the original topic, including random or unintelligible comments.
 - b. Profane, obscene, violent, or pornographic content and/or language.
 - c. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, sexual orientation or national origin.
 - d. Defamatory or personal attacks.
 - e. Threats to any person or organization, overt or implicit.
 - f. Comments in support of, or in opposition to, any political campaigns or ballot measures.
 - g. Solicitation of commerce, including but not limited to advertising of any business or product for sale.

- h. Conduct in violation of any federal, state or local law i.
Encouragement of illegal activity.
 - i. Information that may tend to compromise the safety or security of the public or public systems.
 - j. Content that violates a legal ownership interest, such as a copyright, of any party.
4. A comment posted by a member of the public on any Village of Almont social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the Village of Almont, nor do such comments necessarily reflect the opinions or policies of the Village of Almont.
 5. The Village of Almont reserves the right to deny access to Village of Almont social media sites for any individual, who violates the Village of Almont's Social Media Policy, at any time and without prior notice.
 6. When a Village of Almont employee/board member responds to a comment, in his/her capacity as a Village of Almont employee/board member, the employee's/board member's name and title shall be made available, and the employee/board member shall not share personal information about himself or herself, or other Village employees/board members. In general, Village employees/board members should only respond to requests for services, and never to a personal opinion.

All of these actions will be taken within the boundaries of the First Amendment to the U.S. Constitution. **Employees/board members must receive social media training from the Village Manager prior to engaging in any Village social media activities.**

All comments posted to any Village of Almont Facebook site would be bound by Facebook's Statement of Rights and Responsibilities, located at <http://www.facebook.com/terms.php>, and the Village of Almont reserves the right to report any violation of Facebook's Statement of Rights and Responsibilities to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.