

Village of Denmark Social Media Policy

I. Purpose

This policy provides guidelines and procedures to the Village of Denmark in determining the proper utilization of social media. Social media consists of networks and online publications that enable individuals and groups to communicate between one another for different purposes. Some examples of these online tools include Facebook and Twitter. The Village of Denmark plans to use these social media sites in order to reach out to the public and educate individuals on certain events, activities, awards, and other news releases. Social media will help the Village and its departments to connect with other organizations and businesses in the community. This policy outlines the proper content and uses for social media since the Village has a significant interest and expectation in determining the content that is posted on their sites.

II. General Policy

- A.) Village of Denmark social media site content shall be reserved and devoted to the sole purpose of facilitating the conveyance and exchange of information or opinions related to the Village of Denmark, Village Government, or Village civic events or issues.
- B.) In order for any Village department or committee to establish a social media site, the request must first be approved by the Village Board. Requests for social media sites must include a plan that assigns certain individuals to update and monitor the sites. The request must also include ways that the department plans to utilize their social media site.
- C.) All sites must have one or more individuals designated to update content on the site, respond to any requests or questions asked by the public, and monitor content posted on their social media sites. Although not required to be monitored on a daily basis, all social media sites shall be monitored by the designated individuals on a regular basis.
- D.) Each site must clearly state that social media sites are not monitored 24/7, for immediate assistance contact the Village Hall during normal business hours.
- E.) Each site must clearly state that it is Village-operated and maintained by Village staff. Sites must also include the Village of Denmark logo as well as any other branding logos that identify the involved party.
- F.) All social media sites should include a link back to the Village of Denmark website:
<http://www.denmark-wi.org/>
- G.) Village of Denmark social media sites are subject to the State of Wisconsin Public Records Law. Any content on such sites is considered a public record. The department responsible for their social media site shall be responsible for responding to that department's public records requests. All social media sites should remind its viewers through a disclaimer that content on its site is considered public record.
- H.) Employees maintaining social media sites on behalf of the Village of Denmark shall be professional in character and shall be limited to the posting of information related to civic events, and the interests, goals or programs of the Village of Denmark. Employees who fail to conduct themselves in an appropriate manner may be subject to disciplinary action.
- I.) The following disclaimer shall be posted on all Village social media sites: *"Abusive or inappropriate content that violates the Village of Denmark Social Media Policy will be removed from this site. All information posted on the site is considered a public record."*

III. Comment Policy

- A.) Any comment posted by a resident or member of the public is solely an individual's opinion. No posts by the public imply the views or opinions of the Village of Denmark. Comments and posts created by the Village of Denmark will only provide information regarding Village business.
- B.) The Village of Denmark and the Village Board reserves the right to remove any inappropriate or abusive content and reserves the right to remove or block any repeated violators of this policy. This content includes:
- 1) Content that promotes, fosters or perpetuates discrimination against others based on race, creed, color, sex, gender, national origin, religion, age, sexual orientation, marital status, or a mental or physical disability;
 - 2) Threats made toward an individual or organization;
 - 3) Comments that support or oppose a political campaign or ballot measures;
 - 4) Solicitation of commerce, commercial advertising or spam;
 - 5) Conduct that violates any federal, state, or local law;
 - 6) Encouragement of illegal activity;
 - 7) Sexual content (including links);
 - 8) Profane or abusive language (may also include images);
 - 9) Content that has as its primary purpose, the promotion or endorsement of any religion or religious organization.
 - 10) Content that violates legal ownership interest (such as copyright) of any party; or,
 - 11) Any other comments that do not relate to the original topic.
- C.) When content is removed, Village staff must document the violation while notifying the involved individual/party that their content was removed. Such content shall, however, be retained as a public record. The following message will be sent to any individual/party that violates the policy:

"The Village of Denmark removed your recent content from its social media site because it was in violation of the Village of Denmark Social Media Policy. Please avoid posting inappropriate content in the future. If you do not refrain, the Village of Denmark reserves the right to remove you as a member of this group. Thank you for your cooperation."

Adopted this 5th day of August, 2019

Signed:

Date:


 Village President

8-5-2019

ATTEST:

Date

Sherrin M. Konkol

8-5-2019