

I. Purpose

The Village of Bayville (the "Village") aims to stand at the forefront of emerging media technology. This policy establishes guidelines for the usage of social media to effectively communicate information about the Village to its residents and subscribers using social media websites and applications. The aim of this policy is to facilitate discussion of Village public service, events, activities, projects, and operations by providing members of the public the opportunity to participate through the use of social media technology. This policy includes guidelines governing online conduct and interaction.

II. Administration

All Village of Bayville's social media sites shall be administered by an appointed Social Media Liaison or appointed Village employee. The establishment and use of Village social media sites by any Village Department is subject to approval by the Mayor and Board of Trustees.

III. Accessibility

All Village social media sites should include a hyperlink to this social media policy. Wherever possible, Village social media sites should link back to the official Village of Bayville website for forms, documents, online services, and other information necessary to conduct business with the Village. The Village's website (<https://bayvilleny.gov>) will remain the Village's primary internet presence and all accompanying social media sites and profiles will always contain links to this site.

IV. Policy

A. Village Social Media Technology Use

1. The Village will approach the use of social media tools and applications as consistently as possible to enhance communication, collaboration, and information exchange and to meet its mission and goals.
2. All social media sites shall adhere to applicable federal, state, county, and municipal laws, regulations, and policies.
3. Employees representing the Village, Mayor, and/or Board of Trustees on Village social media outlets must conduct themselves at all times to the highest level of professionalism inherent with being a Village employee and in accordance with all applicable village policies.
4. Only the Mayor, Board of Trustee member, or an appointed Village employee shall have permission to create, publish, or comment on behalf of the Village.

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5. Village social media network accounts shall be created using an official Village email account.
6. Account passwords shall promptly be reset when an employee is removed as an account administrator.
7. A log file containing the name of the social media network, account ID, password, registered email address, date established, authorizing representative, and name of person who created account and agreed to the site's terms of use agreement and/or policy. For existing sites, a record of the current site's usage agreement shall be maintained.
8. Each Village social networking site shall include an introductory statement which clearly specifies the purpose and topical scope of the social network site.
9. Sharing or posting content owned by others shall be performed in accordance with copyright, fair use and established laws pertaining to materials owned by others. This includes but is not limited to quotes, images, documents, links, etc.
10. All social network sites and entries shall clearly indicate that any articles and any other content posted or submitted for posting may be subject to public disclosure.
11. Village use of social media shall be documented and maintained in an easily accessible format that tracks account information and preserves items that may be considered a record subject to disclosure under applicable FOIL law.
12. All appointed Board of Trustees and Village employees shall be trained regarding the terms of this Village policy, including their responsibilities to review content submitted for posting to ensure compliance with the policy.
13. The Social Media Liaison or appointed Village employee will monitor all activity and content on all social media sites to ensure adherence to this policy.
14. All new social media tools proposed for Village use will be approved by the Social Media Liaison.
15. The Social Media Liaison or appointed Village employee may consult with the Village Administrator and Village Attorney to develop specific disclaimers to meet the Village's legal needs. The Village Attorney may also be consulted to determine whether to remove comments that violate this policy.
16. Village social media site administrators shall review site activity and content only during business hours, and thus information conveyed after hours may not be received until the next business day.

17. Village computers, laptops, and mobile devices used to access social media sites shall have up-to-date software to protect against destructive technical incidents including but may not be limited to cyber, virus, and spyware/adware attacks.

18. Perceived or known compromises to the Village's internal network or social media sites shall be promptly reported to the Mayor, Board of Trustees, Village Attorney and Village Administrator's office.

B. User Behavior

19. All users of the Village Social Media site are also subject to the site hosts own policies. The Village has no control over a third-party site's policies or their modifications. The Village also has no control over content, commercial advertisements, or any other postings produced by the Social Media site that appear on the Village's Social Media site as part of the site's environment. The Village assumes no liability for any inaccuracies these Social Media sites may contain and does not guarantee that the Social Media sites will be uninterrupted, permanent, or error-free.

20. Comments on topics or issues that do not fall within the jurisdictional purview of the Village are subject to removal by the Social Media Liaison or appointed Village employee.

21. Commenters who continually use defamatory language will, at the discretion of the Village's Social Media Liaison, be removed and blocked from any applicable social media pages.

22. Village social networking content and comments containing any of the following forms of content shall not be allowed for posting and are subject to removal:

- a. Comments not topically related to the particular site, issue, or article being commented upon;
- b. Profane language or content;
- c. 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;
- d. Sexual content or links to sexual content;
- e. Solicitations of commerce;
- f. Conduct or encouragement of illegal activity;
- g. Information that may tend to compromise the safety or security of the public or public systems;
- h. Content that violates a legal ownership interest of any other party;
- i. Comment in support of or in opposition to political campaigns or ballot measures;
- j. Threats to any person or organization;
- k. Encouragement of illegal activity;
- l. Comments that may cause an invasion of privacy;

23. 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 will be retained by the Village of Bayville's records retention officer for a reasonable period of time, including the time, date and identity of the poster, when available.

IV. Definitions

SOCIAL MEDIA -- Content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the internet. Examples of social media include but are not limited to Facebook, WhatsApp, Instagram, RSS, YouTube, Pinterest, X (formerly Twitter), LinkedIn, Telegram, Flickr, TikTok, blogs, and video blogs.

COMMENTS – Information, articles, pictures, videos, or any other form of communication posted on the Village of Bayville's social media site.

COMMENTER -- A Village of Bayville official, Social Media Liaison, appointed Village staff, or member of the public who submits a comment for posting in response to the content of a particular Village of Bayville article or social media content.

SOCIAL MEDIA LIAISON -- An appointed member of the Village's Board of Trustees, to be in charge and make final decisions of the Village's social media content, who reviews, authorizes, and allows content submitted by Village authors and public commentators to be posted to a Village social media site.

SOCIAL MEDIA ADMINISTRATOR -- Appointed Social Media Liaison; Appointed Village employee given authorization to update, create, post, remove, edit, etc. the Village of Bayville's Social Media Sites.

Adopted: December 18, 2023