



## **Inc Village of Lynbrook**

### **Social Media Policy**

#### **Definitions.**

The following terms shall have the meanings indicated:

**SOCIAL MEDIA SITES-** 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, Twitter RSS, YouTube, LinkedIn, Delicious, and Flickr.

**Village SOCIAL MEDIA SITES-** Social media sites which the Village Board of the Village of Lynbrook establishes, for which the Village of Lynbrook's administrators assist in maintenance of the site, and over which the Village has control of all postings, except for advertisements or hyperlinks by the social media site's owners, vendors, or partners.

**Staff-** Employees, appointed and elected officials, volunteer fireman, independent contractors

#### **INTENT:**

The overall goal of the Village of Lynbrook's social media channels is to serve as an online information outsource focused on Village issues, projects, news and events, and is not intended as public fora. This Social Media Policy ("policy") provides guidelines for the establishment and use by the Village of Lynbrook's social media sites as a means of conveying information to members of the public. The intended purpose of the Village of Lynbrook's social media sites is to disseminate information from the Village about the Village's mission, meetings, activities, and current issues to members of the public via various Internet channels. The Village has an overriding interest in protecting the information posted on its social media sites and the content attributed to the Village, including its elected and nonelected officials and personnel. In addition, the Policy also sets forth rules on the use and participation in Social Media sites by Staff.

The Village of Lynbrook does not endorse any website, link, public comment or advertisement on its social media sites placed by the public or vendors and/or partners. The Village reserves the right to remove any content from its social media sites at any time.

#### **a) Prohibited Use**

Village employees, volunteers and officials (Staff) do not surrender their First Amendment rights as a result of their employment; however, the Supreme Court and lower courts have held that the Government may restrict the speech of its employees when employees are speaking as private citizens

on matters of public concern or when the Government's interest in the efficient provision of public services outweighs its employees' interest in the speech. This Policy is intended to educate and remind Village employees about the limitations in their communications that derive from their status as government employees, officers or contractors. For example, Staff shall not identify themselves as a member of the Village when engaging in Social Media, nor use symbols to represent they are members of the Village staff.

In addition, staff is prohibited from:

1. using their status as members of the Village to endorse any product or service, whether compensated or not, without prior written permission **from** the Mayor or his/her designee.
2. posting images of other Staff
3. displaying Village emblems/logos, uniforms, or similar identifying items.
4. publishing any materials or make statements that could reasonably **be** considered to represent the views or position of the Village.
5. express or imply they are speaking or acting on behalf of the Village or representing or presenting the interest of the Village.
6. use their position in a manner that would imply they are representing the interests or official position of the Village.
7. post any depiction or illustration or depictions of official Village vehicles, or any text, multimedia files, or depictions that may give the appearance of an official site of the Village of Lynbrook or its Departments.
8. post any text, photograph, audio, video, illustration, or any other form of multimedia file related to, or depicting any matter of Village business.

Note: For purposes of this policy, collective bargaining units' official labor related social media sites are exempt from these Rules

## **b) Authorized Use**

1. Staff seeking to post matters of Village business ie: program schedules, meeting notices, etc. on via social media sites (eg. Facebook, Twitter, Myspace), must secure permission from their Department Head **before doing so.**

When engaging in social networking (on behalf of the Village) Staff will:

- a. Properly identify themselves as a Staff member
- b. At all times conduct themselves as representatives of the Village and accordingly, adhere to all policies, orders, notifications and standards of conduct.
- c. Refrain from speech that impairs or impedes the performance of the Village, undermines discipline and harmony among other Staff members or negatively affects the public perception of the Village.
- d. Observe and abide by all copyright, trademark and legal restrictions in posting material to electronic media.
- e. Observe and abide by Village of Lynbrook information systems policies including, but not limited to, Internet Use and access and electronic mail and messaging.
- g. Refrain from posting, transmitting or otherwise disseminating confidential information.
- h. Refrain from conducting partisan political activities or private business.

**c) General policy.**

**A.**

The Village's official website at <http://www.lynbrookvillage.org> (or any domain owned by the Village) will remain the Village's primary means of internet communication.

**B.**

The establishment of Village of Lynbrook social media sites is subject to approval by the Village Board with or upon the advice of its Webmaster and or Public Relation contractor. Upon approval, Village social media sites shall bear the name and/or official logo of the Village of Lynbrook's.

**C.**

All content on Village of Lynbrook's social media sites shall be reviewed and approved by the respective department head placing the content and administered by the Village Clerk. If there is a dispute, it shall be determined by the Mayor.

**E.**

Village of Lynbrook's social media sites shall link back to the Village of Lynbrook's official website for forms, documents, online services and other information relevant to the business of the Village of Lynbrook.

**F.**

The Village of Lynbrook's shall use social media sites as consistently as possible and in conjunction with other established Village of Lynbrook communication tools.

**H.**

Village of Lynbrook's social media sites shall comply with use rules and regulations required by the site provider, including privacy policies.

**I.**

Village of Lynbrook's social Media Policy shall be displayed to users or made available by hyperlink.

**J.**

Any content maintained on a Village of Lynbrook's social media site that is related to Village of Lynbrook's business, including a list of subscribers, posted communication, and communication submitted for posting, may be considered a public record and subject to public disclosure.

**K.**

All persons representing the Village of Lynbrook's on Village of Lynbrook's social media sites shall conduct themselves at all times as professional representatives of the Village of Lynbrook and in a manner consistent with all Village of Lynbrook's policies.

**L.**

All Village of Lynbrook's social media sites shall use authorized Village of Lynbrook's contact information for account setup, monitoring and access.

**M.**

Village of Lynbrook's social media sites may contain content including, but not limited to, advertisements or hyperlinks over which the Village has no control. The Village of Lynbrook does not endorse any hyperlink or advertisement placed on Village of Lynbrook social media sites by the social media site's owners, vendors, or partners.

**N.**

The Village of Lynbrook's reserves the right to change, modify, or amend all or part of this policy at any time.

**d) Content guidelines:**

**A.**

The content of Village of Lynbrook's social media sites shall only pertain to Village of Lynbrook's -sponsored or Village of Lynbrook's -endorsed programs, services, and events. Content includes, but is not limited to, information, photographs, videos, and hyperlinks.

**B.**

The Village of Lynbrook's owns any content posted by the Village of Lynbrook's, including photographs and videos.

**C.**

The department designee will be authorized to post content for approval to the Village Clerk.

**D.**

Any employee authorized to submit items to the Village Clerk for posting on any of the Village of Lynbrook’s social media sites shall review, be familiar with, and comply with the social media site's use policies and terms and conditions.

**E.**

Any employee authorized to submit items to the Village Clerk for posting on any of the Village of Lynbrook’s social media sites shall not express his or her own personal views or concerns through such postings. Instead, postings on any of the Village of Lynbrook’s social media sites shall only set forth facts (e.g., history of subject matter to provide access: providing relevant factual data).

**F.**

Postings must contain information that is freely available to the public and not be confidential as defined by any Village of Lynbrook policy or state or federal law.

**G.**

Postings may not contain any personal information, except for the names of employees whose job duties include being available for contact by the public.

**H.**

The Village of Lynbrook reserves the right to implement or remove any functionality of its social media site, when deemed appropriate by the administrators. This includes, but is not limited to, information, articles, pictures, videos or any other form of communication that is posted on a Village of Lynbrook’s social media site.

**I.**

Except as expressly provided in this policy, accessing any social media site shall comply with all applicable Village of Lynbrook’s policies pertaining to communications and the use of the internet by employees, including e-mail content.

I have read and fully agree to comply with the Village of Lynbrook’s Social Media Policy

**Name** \_\_\_\_\_ **Signature** \_\_\_\_\_

Date: \_\_\_\_\_

Adopted : March 7, 2022