



## **VILLAGE OF COVINGTON**

### **POLICY – ADMIN – 10-22 SOCIAL MEDIA POLICY**

#### **1. Purpose.**

The Village of Covington, Ohio hereafter referred to as the Village, sets policies related to the activities of the Village and of employees of the Village. This social media policy establishes guidelines for the use of social media sites for official business by Village staff related to the Village of Covington. The intended purpose behind establishing Village of Covington social media sites is to provide information about Village events, research, projects, outreach initiatives, findings, news, information, etc. to the general public.

Social media content is created by individuals, using accessible, expandable, and upgradeable publishing technologies, through and on the Internet. Social media services and tools are powerful and effective means to communicate quickly and broadly share information.

Village social media sites are authorized solely to express its views as an organization and provide information, and not to create a public forum. If users have questions, concerns, or comments about information posted to any social media platform, they may contact the Village directly via phone or by email the Village Administrator directly.

#### **2. Content Management**

Staff representatives from the Village will monitor content on social media sites to ensure adherence to both the Social Media Policy and the interest and goals of the Village. For purposes of this policy, “content” includes information, articles, pictures, videos, or any other form of communicative content posted on a Village social media site. The staff representative will be authorized to create, edit, and delete posts. Currently, platforms that will require moderation include: Facebook and YouTube. In the future, additional social media platforms may also require moderation. Content on these sites will be updated at the discretion of the Village Administrator. Some events, occasions, and topics may influence more updates and participation than others. The moderator will have a presence on the social media sites during normal work hours to monitor activity and respond to messages. If the moderator decides to remove a post in accordance to the Village’s retention schedule, public records

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policy or Social Media policy, they shall do so consistently so all posts are maintained consistently.

### **3. General Provisions**

- A. The establishment and use by Village employees of social media sites are subject to approval by the Village Administrator. All Village official social media sites are to be administered by a designated Village employee within the designated office/department.
- B. Sites maintained by Village departments shall make clear that they are maintained by the department and that they follow an approved Social Media Policy.
- C. User accounts used to create official social media sites that are maintained by the Village shall be linked to Village email addresses and not personal email addresses. These user accounts should not be used for personal social media activity.
- D. Social media sites should link back to the official Village website for forms, documents, online services, and other information.
- E. A designated staff representative from the Village may monitor content on the social media sites to ensure adherence to both the Social Media Policy and the interest and goals of the Village of Covington.
- F. Social Media guidelines shall be displayed and made readily available to users.
- G. The Village website will remain the primary and predominant internet presence for official department business, contact, assistance, and information.
- H. All social media sites maintained by Village departments shall adhere to applicable federal, state, and local laws, regulations, and policies.
- I. Social media sites are subject to the Ohio Public Records Act. Any content maintained in a social media format related to official Village business that documents the function of that office, including a list of subscribers, posted communications, and communication submitted for posting, may be considered a public record, and therefore subject to public disclosure.
- J. Social media content may be removed if it is deemed in violation of the Social Media Policy or any applicable law.
- K. Any post removed from a social media page that is a public record must be kept in accordance with the Village Public Records Retention Schedule.
- L. Comments must be turned off for the official Village YouTube account.
- M. Employees are representing the Village through these social media sites, and shall conduct themselves at all times as a representative of the Village and in accordance with the Village of Covington Personnel Policy Manual.

### **4. Comment Policy**

By maintaining a presence on various internet platforms, the Village does not intend to create a public forum for comments from the public. The contents maintained on

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the social media platforms are solely intended to provide the public with information from the Village. Should a member of the public wish to communicate with the Village, please contact or e- mail the Village Administrator directly.

## **5. Endorsements, Advertising, and Authorized Links**

These sites may contain hypertext or other links to external Internet sites that are not provided or maintained by the Village. Please note that the Village cannot guarantee the accuracy, relevance, timeliness, or completeness of these external sites.

In addition to material posted by the Village, this page may include ads and suggestions for other profiles to view selected by the social media site that links to third party sites.. The inclusion of these ads, profiles, and links is outside of the control of the Village and are not an official endorsement of any product, person, or service, and may not be quoted or reproduced for the purpose of stating or implying endorsement or approval of any product, person, or service. The Village does not receive any revenue from any of these advertisement links.

**Policy Last Updated: March 2022**

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