

RESOLUTION NO. 5-2020

**A RESOLUTION ADOPTING A SOCIAL MEDIA
POLICY FOR THE VILLAGE OF LOUDONVILLE**

WHEREAS, the Council of the Village of Loudonville believes it is in the best interests of the Village and its citizens to have an established policy governing Village social media accounts.

NOW THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE VILLAGE OF LOUDONVILLE, STATE OF OHIO:

SECTION 1: The Council of the Village of Loudonville does hereby approve and adopt the Social Media Policy attached hereto and does instruct the Fiscal Officer of the Village to provide copies of the policy to all Village officers and department heads and to assist the Mayor in its implementation.

Dated: _____

Stephen Stricklen, Mayor

Attest:

Elaine B. Van Horn, Fiscal Officer

Thomas R. Gilman, Village Solicitor

VILLAGE OF LOUDONVILLE, OHIO

SOCIAL MEDIA POLICY

PURPOSE:

The Village of Loudonville, Ohio (“Village”) has implemented this Social Media Policy (“Policy”) to govern the use and management of social media accounts of the Village and its departments in a manner that makes more Village information available to Village citizens.

SCOPE:

This Policy applies to all social media accounts (“Accounts”) of the Village and its departments, and governs their creation, control, posting, and the keeping of records associated with them.

POLICY:

I. Account Creation and Control

Village and Village department social media accounts shall only be created as authorized by the Mayor. Accounts may be created and operated by the Mayor and/or the Mayor’s appointee(s). Accounts created for the Village or a Village department shall belong to the Village and not any person who has created them.

Any Village official or employee creating a social media account for the Village or a Village department shall immediately be filed with the Village Fiscal Office and kept in a secured file of such logins, and shall be exempt from records requests. Account login and password information shall only be changed upon direction of the Mayor. Any Village official or employee that amends such login or password information shall immediately update the account information with the Fiscal Office. Any account that allows for a recovery email address or telephone number shall use an email address and/or telephone number selected by the Mayor

II. Account Usage

Only the Mayor or persons authorized by the Mayor may post information to the social media accounts of the Village and/or Village departments. No other person may make such postings.

Village and Village department social media accounts shall only be used for posting information related to Village functions, community safety, and similar public concerns. Such accounts shall not be used for personal postings, political postings, humor, profanity, violence, obscene, defamatory or personal attacks, illegal content, or anything else that is inconsistent with the purposes of providing information about Village functions, community safety, and similar public concerns.

Village and Village department social media accounts shall not allow for comments or other similar postings by other parties on Village postings. All such accounts should invite citizens to submit inquiries and comments to the Village by written letter, email submission, public meeting attendance, or other communication with elected officials.

III. Account Records

When posting text and/or images, the authorized persons shall first create a digital copy of the information to be posted that will be saved in a computer file designated to hold such information on a Village computer. That file shall be designed to have searchable text and shall be cataloged in a searchable file that notes the date of the posting, creator, social media account(s) to which it will be posted, and a general description of the content.

Village or Village department web site entries shall be documented in the same manner. If a social media post only includes a link to a Village web site page, documentation of the link in the searchable file referenced above will be sufficient to satisfy the rules set forth above.