

Village of Reese Facebook Policy

Facebook Policy Adopted on December 11, 2017

The Village of Reese Council authorized the use of a Facebook page to enhance communication with residents, businesses and interested parties. The Policy also addresses who has the authority to publish on social media.

DEFINITION OF SOCIAL MEDIA

Social Media is defined as content such as words, photography, video recording or any other communication in electronic format.

POLICY

Section 1. The Facebook page shall clearly indicate that it is the official page of the Village of Reese.

Section 2. Social media may be used to communicate news and events **directly related to activities of the Village of Reese in its municipal capacity.**

Section 3. Social media must comply with all relevant laws including the Michigan Freedom of Information Act. All content must be managed and stored to the best of the Village's ability. As Facebook is an outside provider, please note that the Village may have limitations regarding local record keeping; however, Village staff will adhere to the making transparency a priority.

Section 4. Social media may be posted by; Village President, Village Manager or Village Manager's designee.

Section 5. Comments on posts will be accepted by the general public; however, it shall not include:

- a) Obscene or profane material
- b) Discriminatory content
- c) Political Campaign material
- d) Violent or sexual content
- e) Comments that threaten any person
- f) Commercial Advertisements
- g) Off topic posts
- h) Comments promoting illegal activity

The administrators reserve the right to remove material related to the above.

Section 6. The following individuals shall have administrative access to the Facebook site

- a) Village President

b) Village Manager and his/her designee

Section 7. A copy of this policy shall be posted on the Village's web site and at Village Hall.