

**VILLAGE OF WINDSOR
VILLAGE BOARD RESOLUTION 2020-25**

**RESOLUTION AUTHORIZING THE PURCHASE OF SOCIAL MEDIA RECORDS
MANAGEMENT SOFTWARE AND APPROVING A REVISED SOCIAL MEDIA
POLICY**

WHEREAS, the Village of Windsor utilizes social media sites, Facebook and Instagram, to communicate pertinent information to residents; and

WHEREAS, these communications are considered a public record, subject to open record requests unless exempted, and should be archived to ensure compliance with record retention laws and fulfillment of open record requests; and

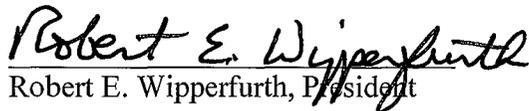
WHEREAS, to best comply with open record request laws, staff recommends the use of software, ArchiveSocial, which is a cloud-based archiving solution that captures social media posts and comments and records them in an easy-to-search database; and

WHEREAS, in conjunction with the use of this software, staff recommends the approval of a revised Social Media Use Policy attached as Exhibit A.

NOW THEREFORE, BE IT RESOLVED, by the Village Board of the Village of Windsor that it hereby authorizes the purchase of ArchiveSocial software for \$4,788.00 annually and adopts the revised Social Media Use Policy attached as Exhibit A. The Village President, Village Attorney and Staff are authorized to execute all documents necessary to accomplish the above.

The above and foregoing resolution was duly adopted at a regular meeting of the Village Board of the Village of Windsor, Dane County, Wisconsin, on the 18th day of June, 2020 by a vote of 3 in favor and 0 opposed.

VILLAGE OF WINDSOR


Robert E. Wipperfurth, President

Attested by:


Christine Capstran, Clerk

Exhibit A: Social Media Use Policy

Village of Windsor
Social Media Use Policy

Adopted:

1.0 PURPOSE

This document provides guidelines and procedures for the creation of social media accounts and the distribution of information via social media sites.

2.0 DEFINITIONS

Elected Officials: Shall mean the individuals that comprise the Village of Windsor Board.

Social Media Site: Forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content (such as videos). This policy covers all social media tools, both current and future.

Social Media Account: Shall mean any registration, login credential, tool, forum, website, or network that is created for the purpose of establishing or perpetuating a social media presence.

3.0 POLICY

This policy establishes guidance for official Village operated social media accounts and for Staff and Elected Officials personal social media accounts.

4.0 GENERAL GUIDANCE

4.1 Approval of Social Media Site Use

The use of a social media site and creation of an official Village social media account is subject to approval by the Village Administrator (Administrator). If the social media site has an option to not allow comments, staff should utilize this option. The intent is to provide pertinent information to our residents, not create a dialog on a subject.

Upon approval of the social media account, the Administrator shall designate one or more account managers responsible for posting and sharing information on the social media account. The account managers are expected to act professionally and in the best interest of the Village. The Administrator shall also have access to all social media accounts.

4.2 Content

Information shared via social media shall be related to official governmental Village business. The social media account shall also conspicuously post the following:

- Social Media Terms of Use Agreement, if applicable (See exhibit A).
- Village website link.
- Village contact information.

4.2 Public Record

Unless exempt by law, all Village social media accounts are subject to public records laws and open records requests and as such, shall be reported to the Village Clerk for inclusion in the Village's archiving software.

5.0 **PERSONAL USE**

The Village respects the right of employees to use personal social media accounts. These accounts should remain personal in nature and be used to share personal opinions or non-work related information. If posting about official governmental Village business on a personal account, please use a disclaimer such as: "The postings on this site are my own and don't reflect or represent the opinions of Village for which I work." Employees are encouraged to redirect resident inquiries or questions regarding official governmental Village business to other official means of communication such as a Windsor issued email or Village office phone.

6.0 **GUIDANCE FOR ELECTED OFFICIALS**

Elected Officials shall follow Section 5.0 of the Social Media Use Policy regarding personal social media accounts. If an Elected Official would like to maintain an official Village social media account under their name, strictly for official governmental Village business, the elected official shall create a designated government social media account that is subject to section 4.0 of the Social Media Use Policy and notify the Village Administrator. The social media account shall cease to be used upon termination of the Elected Officials term of service.

Attachment A – Social Media Terms of Use Agreement

Please keep your comments clean and appropriate.

This forum is not monitored at all times. Do NOT use this forum to report emergency situations or time-sensitive issues.

Please remember the following rules when posting:

- All content is subject to public records law.
- Content should be related to the subject matter of the social media site where it is posted.
- You participate at your own risk and take personal responsibility for your comments, your username, and all information provided.
- The appearance of external links on this site does not constitute official endorsement by or on behalf of the Village.
- Any public records request for information found on Village of Windsor social media sites shall be directed to the Village Clerk's Office.

For more information, please contact 608-888-0066.