

Village of Round Lake, NY

Title:	Policy No.
Website & Social Media Policy	Adopted: 11/26/2018 Re-Adopted 3/17/21
Author:	
Policy Owner: Village of Round Lake Board of Trustees	
Distribution:	
Village Board, Village Attorney, Office Administration, Staff, Policy File	

POLICY STATEMENT

The Village of Round Lake strives to increase citizen engagement and make government more open and available through a coordinated internet presence. The Village will use websites and social media accounts to disseminate information to the public about the Village’s mission, meetings, activities, and current issues. The Village has an overriding interest in protecting the content posted by and attributed to the Village, including its elected and non-elected officials and personnel. This Website and Social Media Policy (“Policy”) provides the Village of Round Lake (“Village”) with guidelines for conveying information via the internet.

WEBSITE AND SOCIAL MEDIA SITES

1. The official website for the Village of Round Lake (“Website”) is: <http://www.roundlakevillage.org>. There will be only one official website for the Village.
2. The Village may also post information on Village social media accounts, such as Facebook, Twitter, YouTube, etc. These accounts will not permit public comments or postings.
3. The Village may also create links or social media accounts for specific purposes such as individual events or ad hoc committee work, as deemed appropriate.
4. Websites for the Round Lake Auditorium or specific Village events (such as Round Lake Antique Festival and Markets of Round Lake) are created and maintained by their respective organizers/administrators. They are responsible for their own content.
5. Village employees, officials, or committee members may not create or maintain websites or accounts purporting to represent the Village in its official capacity.
6. Statements made by Village employees, officials, or committee members on non-Village websites or social media accounts do not represent official Village positions.

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7. Information received through the Website, including any email sent via the Website, is subject to the disclosure requirements of New York State's Freedom of Information Law (FOIL) and is therefore not confidential.

SITE ADMINISTRATION GUIDELINES

1. **ROLE OF VILLAGE BOARD.** The Round Lake Village Board of Trustees ("Village Board") is the ultimate authority regarding Village internet accounts. The Village Board is responsible for (but not limited to) defining the look and feel of the Website, Policy guidelines, and deciding which entities may post information. The Village Board may change, modify, or amend any part of this Policy at any time.
2. **WEB OVERSIGHT.** The Village Clerk, or another Village employee designated by the Village Board, directly oversees Village internet accounts. This individual ("Web Oversight") is responsible for monitoring content on all Village internet accounts.
3. **WEBMASTER.** An individual or firm contracted by the Village Board will build, design, and maintain the Website. This individual or firm ("Webmaster") is supervised by the Web Oversight. The Webmaster's compensation and budget are determined by the Village Board.
4. **MEDIA COMMITTEE.** At the discretion of the Village Board, a committee may be formed to guide the Village's internet presence. Duties of this committee ("Media Committee") may include creating style guidelines and evaluating website upgrades and additional media, among others. The Media Committee will provide the Village Board with written recommendations and has no authority to institute changes without Village Board approval.

CONTENT GUIDELINES

1. The Village's goal is to disseminate information regarding Village programs, services, issues, or events. The Website and social media accounts are not intended as public forums and will not allow expression of personal opinion.
2. Content information must be freely available to the public and not deemed confidential by any Village policy or state or federal law. Content cannot contain personal information, except for the names of employees whose duties include being available for contact by the public.
3. Links to local, state, and federal government, educational, and not-for-profit institutions may also be provided as a public service. These are for information only and may not advocate for certain issues or positions. The Village is not responsible for the content or advertisements that appear on these links.
4. The Village reserves the right to remove from its Website or social media accounts any content that it deems inappropriate or outdated. This includes information, articles, photographs, video, links, or any other content.
5. The Village does not endorse any website, link, public comment, or advertisement on its social media sites placed by the public, vendors, and/or their partners.
6. Content created by the Village and posted on its Website or social media accounts is owned by the Village.

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7. All information submitted for posting on Village accounts must be approved by the Web Oversight. The Web Oversight will then forward content to the Webmaster for posting.
8. The Webmaster will post all non-emergency Village materials (such as board/committee agendas and meeting minutes) within two business days of receipt. Materials will be submitted to the Webmaster in appropriate formats, such as Microsoft Word, pdf, jpeg, or html.
9. Concerns or complaints about any aspect of the Website or Village social media accounts will be brought to the attention of the Web Oversight, who may then approach the Mayor and/or the Village Board for resolution.

WEBSITE GENERAL DISCLAIMER

The information and materials contained on the Village of Round Lake website have been compiled from a variety of sources and are subject to change without notice, may not be current, and should not be considered official public records. Do not rely on said information and materials without verifying their accuracy with the appropriate Village department, board, or committee. The Village of Round Lake makes no warranties or representations whatsoever with respect to content, quality, accuracy, or completeness of any information or materials contained on this website or any external website linked to this website. Additionally, the Village of Round Lake disavows any legal liability for the content, quality, or completeness of said information and materials. Use of the information is solely the responsibility of the user.

Information received through this website, including any email sent via this website, is subject to the disclosure requirements of New York State's Freedom of Information Law (FOIL) and is therefore, necessarily, not confidential.

Communications to the Village of Round Lake via this website do not constitute legal or official notice to the Village of Round Lake, its departments, boards, committees, officers, employees, representatives, or agents for any purpose whatsoever, including with respect to any existing, pending, or future claim or cause of action, where such notice is required by local, state, or federal law.