

Village of Lake Isabella

Social Media & Website Policy

As a means of increasing communication with the residents it serves, the Village of Lake Isabella maintains two social media outlets. The first is a community blog maintained by the Village Manager. The second is the Village's official Facebook page.

SECTION 1: FACEBOOK

I. Village Employee Conduct

The lines between public and private, personal and professional are blurred in online social networks. By virtue of identifying oneself as an employee of the Village of Lake Isabella online the employee carries an obligation to conduct his/her self in a professional and civil manner. To that extent employees should use disclaimers on personal sites that reflect the content contained therein is in no relation to their professional duties as an employee of the Village of Lake Isabella.

II. User Conduct

1. This code of conduct shall apply to all users of the Village's Facebook page, including Village staff, Village Council members, and members of Village Boards and Committees.
2. Comments are the opinion of the poster only, and publication of a comment does not imply endorsement or agreement by the Village of Lake Isabella.
3. Comments shall relate to the topic being discussed in the original post, and should be intended to further a civil discussion.
4. Comments shall not contain profanity, racial slurs, or other derogatory terms.
5. Comments shall not encourage illegal activity.
6. Comments shall not violate a legal ownership interest, such as a copyright or trademark.
7. Comments shall not contain personal or defamatory attacks.
8. Comments shall not contain random or unintelligible text.
9. Comments shall not endorse candidates seeking office, or advocate a stance regarding a ballot proposal.
10. Comments shall not advertise commercial products or services
11. Comments shall not direct users to other websites or Facebook pages.
12. There is no right to privacy on the Village's Facebook page as the page is a public forum.
13. The Village reserves the right to block or remove any comments that violate this policy, or are illegal, threatening, or contain defamatory comments.

14. Comments may be retained by the Village of Lake Isabella, and may be subject to requests under the Freedom of Information Act.
15. Anonymous postings, or multiple postings by the same user or individual using a fictitious or different name is not permitted.
16. The Village reserves the right to ban users that continually violate this code of conduct.
17. The Village Manager or his /her designee is hereby empowered to the moderator of all comments and posts to the Village's Facebook page.

SECTION 2: VILLAGE BLOG

I. Content & Posting

1. The Village Manager may elect to keep and update a blog highlighting the Village of Lake Isabella. The intent of this blog is promote the Village and also provide information in a more detailed form to residents of the community.
2. The content of said blog is to be informative and may include links to relevant sites and documents.
3. Comments shall adhere to the same standards as those listed for the Village's Facebook page.

SECTION 3: VILLAGE WEBSITE

I. Content

1. The Village Manager shall have the sole authority to administer the content of the Village's website unless specifically directed to modify the website per a majority of the Village Council.
2. The Village's website shall not link to candidate sites, sites advocating a position on a ballot proposal, or the personal blogs, social media sites, or homepages of staff, Council members, or board/commission members.
3. Approved meeting minutes are to be posted within 1 week of the date of their approval.
4. Public Hearing notices are to be posted as they become available.

SECTION 4: RESPONDING TO COMMENTS

When responding to comments on either the Village's blog or Facebook page, the moderator is directed to process comments per the "Post Response Flowchart" provided by DePaul University, which is attached.