

## EXHIBIT A

# VILLAGE OF GREENFIELD, OHIO SOCIAL MEDIA POLICY

**PURPOSE:** The Village of Greenfield, Ohio hereby adopts a policy governing the use of Village social media accounts and regulating the use and access of those accounts by Village of Greenfield, Ohio employees, elected officials and volunteers. This policy sets out the intention for the Village's social media accounts, which is to disseminate information about Village related events, activities, programs, news and services to the public and to the citizens of the Village of Greenfield.

### DEFINITIONS:

- i. "Social Media Account" shall mean any and all of the Village of Greenfield's Social Media accounts, including, but not limited to, Facebook, Twitter, Instagram, and any future online social forum utilized by the Village of Greenfield, OH, that allows for communication to the public and Village of Greenfield, OH residents.
- ii. "Social Media Administrator" shall include the City/Village Manager, Village Clerk and one designated member of Village Council, as selected by the Village Council. The Social Media Administrator(s) shall have access to all Social Media Accounts of the Village of Greenfield and shall have authority to post content to all Social Media Accounts in accordance with this Policy.

### SOCIAL MEDIA POLICIES:

1. INTENT: The Villages' Social Media Accounts are public forums designed to provide information to the public and citizens of the Village of Greenfield and are meant to be informational. The purpose is to inform the public and citizens of the Village of Greenfield about Village events, programs, public meetings, projects, activities and other-related Village business.
2. ACCESS: The Social Media Administrator(s) shall keep records of and have access to all emails and passwords utilized for each Social Media Account utilized by the Village of Greenfield. Passwords for said accounts shall be changed if any of the three designated Social Media Administrators are relieved of their position through termination of employment or termination of elected/designated status. If a contract employee is terminated by the Village with thirty (30) day notice, that person shall lose their Social Media Administrator designation upon receipt of their thirty (30) day termination letter and relinquish their copy of all Social Media Account passwords to the other designated Social Media Administrators.
3. PERMITTED CONTENT: All posts to the Village's Social Media Accounts by the Social Media Administrator shall be informational in nature and related to the following topics:

- i. Village events;
  - ii. Village programs;
  - iii. Public meetings;
  - iv. Village projects;
  - v. Upcoming and previously held Village activities;
  - vi. Updated Village initiatives; and
  - vii. Village related business.
4. CITY MANAGER UPDATES: The City Manager, as a Social Media Administrator, may use the Social Media Accounts to post Village Updates via interactive video or posts and may utilize that forum to entertain questions from the public and citizens of the Village of Greenfield about those items permitted to be discussed in accordance with this Policy.
5. CONTENT RESTRICTIONS: Village Social Media Accounts shall only be modified by the Social Media Administrator(s). Furthermore, Village Social Media Accounts shall prohibit content or comments that contain any of the following:
  - i. Non-Village related posts, such as personal posts.
  - ii. Online polls and questionnaires.
  - iii. Content regarding litigation involving the Village without prior approval of the Village Solicitor.
  - iv. Profane language or content.
  - v. Slanderous, libelous, or defamatory language or content. Personal attacks will not be permitted.
  - vi. Comments not typically related to the Village business.
  - vii. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
  - viii. Sexual content or links to sexual content.
  - ix. Solicitations of commerce.
  - x. Personally identifiable information, such as an address, phone number, social security number, or other sensitive information.
  - xi. Charitable solicitations or campaigning.
  - xii. Conduct that is or encourages illegal activity.
  - xiii. Copyright and trademark violations.
  - xiv. Content that includes private, personal information without consent.
  - xv. Gratuitous links to sites that are viewed as spam.
6. REMOVAL OF CONTENT: When content or posts is deemed not suitable or in violation of this Policy by the Social Media Administrator, or his/her designee, because they are not topically related to the subject being commented on, or in violation of the items listed in Section 3 and Section 5, the Social Media Administrator may, but is not obligated to, do any of the following:
  - i. Remove the content;
  - ii. Terminate or block a visitor's access to the Village's site, page, or pages; and/or

- iii. Report a visitor to the applicable social media site provider.
7. STANDARDS FOR INTERACTING WITH THE PUBLIC: The Social Media Administrator(s) may respond to citizen inquiries posted to the Village's Social Media Accounts at their discretion. Responses to citizen inquiries should follow the following standards:
    - i. Comments and content posted to the Village's Social Media Accounts may be conversational in nature but must remain professional and courteous, particularly if Social Media Administrator is responding to a citizen comment.
    - ii. All responses must be factual and accurate. The Social Media Administrator shall confirm the validity of content posted prior to creating posts or responding to citizen inquiries or comments.
    - iii. The Social Media Administrator shall respect opinions of those interacting with the Village's Social Media Accounts, regardless of whether such opinions are positive or negative.
    - iv. Disputes between the Social Media Administrator and any commenter on the Village's Social Media Accounts shall be avoided.
    - v. The Social Media Administrator shall distribute questions received on Village Social Media Accounts to the appropriate department for response, when appropriate.
    - vi. Comments or responses on Village Social Media Accounts should be limited.
    - vii. All responses by the Social Media Administrator shall be limited to one (1) factual response to each question posed.
  8. COMPLIANCE WITH SUNSHINE LAWS: All content placed on Social Media Accounts is public information and subject to disclosure via a public records request. As such, all content placed on Social Media Accounts must be able to be stored and retrieved in accordance with the Ohio Public Record's Act and the Village's Record Retention Policy. Content that is removed in accordance with Section 6 shall be retained by saving a screenshot of the comment or content to be removed, along with a memo to file that describes the reason the specific content or comment was deleted. This material shall be retained pursuant to the Village's Record Retention Policy.
  9. COMPLIANCE WITH PRIVACY PROTECTION LAWS: All content posted by the Social Media Administrator shall comply with all privacy protection laws, i.e. HIPAA, and protect sensitive and confidential Village information at all times.
  10. UNAUTHORIZED USE OF SOCIAL MEDIA: No Village employee, elected official or volunteer shall engage in social media activities on behalf of the Village on their personal social media accounts, unless it is to repost those items posted by the Social Media Administrator to the Social Media Accounts. Only the Social Media Administrator(s) shall utilize the Village Social Media Accounts for dissemination of the items authorized by this Policy. The Social Media Administrator shall act and conduct himself/herself according to the highest possible ethical and professional standards when communicating via the Village's Social Media Accounts.

11. DISCIPLINE: Any Social Media Administrator, village employee, elected official and/or volunteer found in violation of this Policy may be subject to disciplinary action, up to and including removal as Social Media Administrator, termination of employment, or in the case of elected officials, removal from office in accordance with the Village Council of the Village of Greenfield Code of Conduct.