

Village of West Jefferson Website and Social Media Policy

Website Policy

General Disclaimer

The Village of West Jefferson has made every possible effort to ensure the accuracy of the information provided in this website. However, due to the possibility of unauthorized modification of the data, transmission errors, or other aspects of electronic communication that are beyond the Village's control, the Village makes no claims, promises, or guarantees about the absolute accuracy or completeness of the content, and expressly disclaims liability for errors and omissions. No warranty of any kind is given with the respect to the contents of this website or its hyperlinks to other internet resources.

The Village's official website is located at <https://www.westjeffersonohio.gov>

Purpose

The Village of West Jefferson provides this website as a public service to provide information about Village services, officials and local events and attractions. In establishing and maintaining its official website, the Village does not intend in any manner to create a forum or other means by which public discourse, exchange of opinions, or discussion on issues of any nature may occur. Rather the sole and limited purpose of the Village's website and permitted external links is to provide information of a factual nature about the Village of West Jefferson including various services and resources available within and around the Village, or that may be available from other governmental agencies.

Goal

The goal of this website is to encourage increased citizen participation in Village government by making public information more readily available through a logical single point of entry.

Objectives

- Make it easy to find the most used or requested information.
- Establish a process for posting content in a timely and accurate manner.
- Provide a calendar of events that lists all public meetings.
- Provide 24 hour access to important municipal information.
- Provide online forms and information needed for various licenses, registrations and income taxes.

Roles and Responsibilities

- Website Management: The Special Events Committee of Village Council provides oversight and determinations for the management of the website.
- Website Administrator: Determines high-level technical tasks such as website configuration changes, programming and website enhancements.
- Website Content Manager: Reviews and approves website content. Ensures compliance with website content guidelines. Refers compliance questions to the Special Events Committee.

External Links Policy

The Village's website may provide links to other websites that also serve the purpose of encouraging citizen participation in government, promoting local attractions and informing the public of useful information. The Village is not responsible for and does not endorse the information on any links unless the Village's website states otherwise. The following criteria will be used to evaluate and approve requests for website links.

- Government and/or educational institutions.
- Organizations with relationships to the Village. (Including but not limited to organizations sponsoring or participating in Village activities or programs.)
- Generally recognized community organizations.
- Organizations providing information about art, cultural, or sporting activities in the community.
- Organizations providing information about tourist attractions in the area.
- Village sponsored social networking sites.
- Social networking sites that meet the criteria described above and are consistent with Village purposes.

If a particular request does not meet the approved criteria, the Special Events Committee will decide if the request should be approved.

The Village website will not provide direct links to external or social networking sites that are strictly commercial, political or religious in nature. Individual or personal sites, discussion pages or any type of solicitation are also prohibited.

Links Disclaimer

The Village of West Jefferson is not responsible for the content, quality, or accuracy of any offsite or linked materials referenced on the Village website. By using the Village website, the user acknowledges and accepts that the Village is not responsible for any materials stored on other websites, nor is it liable for any inaccurate, defamatory, offensive, or illegal materials found on other websites.

Privacy Statement

All Village computer systems are subject to monitoring at all times to assure proper functioning of the systems, to provide security for the system's operation, and the information contained therein, to prevent unauthorized use, and to deter and investigate violations of law. There is no reasonable expectation of privacy in the use of this public computer system. If you send the Village an email that contains personally identifiable information, the information will be used to respond to you. Certain email may constitute a public record and may be subject to disclosure under state law. When you access a link through the Village's website, you are subject to the privacy policy of the new site.

Accessibility Policy

The Village of West Jefferson is committed to compliance with the American with Disabilities Act (ADA). It does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its services, programs, or activities. Upon request, reasonable accommodation will be made to allow individuals with disabilities access to the communications regarding Village services, programs, or activities set forth on the Village website.

The Village of West Jefferson is committed to making information on this website accessible to all users, regardless of disabilities and/or other special needs. The Village strives to comply with the following accessibility standards for web content:

- Section 508 of the Rehabilitation Act as amended in 1998. Section 508 Refresh in 2017
- Conformance with the W# “Priority 1” accessibility guidelines.

In addition, our site promotes accessibility by:

- Using consistent, easy to understand navigation and presentation.
- Minimizing web page loading time to accommodate slower connections.
- Posting content in widely used format and styling to provide compatibility with the widest number of web browsing and software platforms.

Social Media Policy

Purpose

This policy establishes guidelines for the establishment and use by the Village of West Jefferson of social media sites (including but not limited to Facebook and Twitter) as a means of conveying Village of West Jefferson information to its residents, corporate citizens, and guests.

The intended purpose of establishing Village of West Jefferson social media sites is to disseminate information about Village information, news, and events. The Village does not intend in any manner to create a forum or other means by which public discourse, exchange of opinions, or discussion on issues of any nature may occur. A response to a question for clarification purposes shall be allowed.

The Village of West Jefferson has an overriding interest and expectation in deciding what is posted on behalf of the Village on social media sites.

For purposes of this policy, “social media” is understood to be content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. For purposes of this policy, “comments” include information, articles, pictures, videos, and/or any other communicative content posted on a Village of West Jefferson social media site.

General Policy

- The establishment and use by the Village of social media sites are subject to approval by the _____ or his/her designee. All Village social media sites shall be administered by Village of West Jefferson staff.
- The social media sites maintained by the Village should make clear that they are maintained by the Village of West Jefferson and they follow the Social Media Policy.
- Wherever possible, social media sites should link back to the official Village of West Jefferson website for forms, documents, online services, and other information to conduct business with the Village.
- The Village reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law. Comments on topics or issues not within the jurisdictional purview of the Village of West Jefferson may be removed.
- These guidelines must be displayed to users or made available by hyperlink.

- The Village of West Jefferson's website found at <https://www.westjeffersonohio.gov> will remain the Village's primary and predominant internet presence for official information.
- All social media sites maintained by the Village shall adhere to applicable federal, state and local laws, regulations, and policies.
- The Village's social media sites are subject to the Ohio Public Records Act. Any content maintained in a social media format that is related to Village business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record and subject to public disclosure.
- Employees representing the Village through social media sites must conduct themselves at all times as a representative of the Village in accordance with all Village policies.

Comment Policy

- As a public entity the Village of West Jefferson must abide by certain standards to serve constituents in a civil and unbiased manner.
- Comments containing any of the following inappropriate forms of content shall not be permitted and are subject to removal:
 - Comments not related to the original topics, including random or unintelligible comments;
 - Profane, obscene, violent, or pornographic content and/or language;
 - Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, sexual orientation, or national origin;
 - Defamatory or personal attacks;
 - Threats to any person or organization;
 - Comments in support of, or in opposition to, any campaigns or ballot measures;
 - Solicitation of commerce, including but not limited to advertising of any business or product for sale;
 - Conduct in violation of any federal, state, or local law;
 - Encouragement of illegal activity;
 - Information that may compromise the safety or security of the public or public systems;
 - Content that violates a legal ownership interest, such as a copyright of any party.
- A comment posted by a member of the public, on any Village social media site, is the opinion of the commenter, or poster only, and publication of a comment does not imply endorsement of, or agreement by the Village of West Jefferson, nor do such comments reflect the opinions or policies of the Village.
- The Village of West Jefferson reserves the right to deny access to Village social media sites for any individual, who violates the Village of West Jefferson's Social Media Policy, at any time and without prior notice.
- The Village shall monitor their social media sites for comments requesting responses, and comments in violation of this policy.
- When a Village of West Jefferson employee responds to a comment, in his/her capacity as an employee, the employee's name and title should be made available, and the employee shall not share personal information about himself/herself, or other Village employees.
- All comments posted to any Village of West Jefferson Facebook sites are bound by Facebook's Statement of Rights and Responsibilities, and the Village reserves the right to report any

violation to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.