

**COMMUNICATIONS  
AND TECHNOLOGY  
COMMITTEE**

**Tuesday, September 22, 2020**

**6:00 PM**

**McFarland Municipal Center  
Community Room**

AGENDA

You are invited to this meeting through a Zoom webinar. The Public is strongly encouraged to watch and participate in these meetings remotely through either the webinar or telephone options listed below.

***PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:***

<https://us02web.zoom.us/j/81864997492>

***Or by Telephone:*** +1 (312) 626-6799

***Webinar ID:*** 818 6499 7492

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES.
  - a. Motion to approve the minutes of the Communications and Technology Committee meeting from June 23, 2020.
4. BUSINESS.
  - a. Discussion and recommendation of Chapter 33 in the Personnel Policy Manual: Policy On Use Of Social Media.
5. STAFF REPORTS.
  - a. Update(s) from the Technical Specialist.
  - b. Update(s) from the Director.
6. SCHEDULE NEXT MEETING DATE.
  - a. Tuesday, October 27, 2020 at 6:00 p.m.
7. ADJOURNMENT.

This meeting notice constitutes an official meeting of the above referenced group and was posted in accordance with all applicable laws related to Open Meetings Law. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon

reasonable notice, efforts will be made to accommodate the needs of disabled individuals. For additional information or to request this service, contact the McFarland Municipal Center at (608) 838-3153 or [cassandra.suettinger@mcfarland.wi.us](mailto:cassandra.suettinger@mcfarland.wi.us).

VILLAGE OF MCFARLAND  
**Communications & Technology Committee Minutes**

*Tuesday, June 23, 2020 - 6:30 PM*

**1. CALL TO ORDER, ROLL CALL.**

Village Trustee Brassington called the regular meeting of the McFarland Communications and Technology Committee to order at 6:33 p.m. via Zoom.

Members present: CJ Behm, Blake Draper, Stephanie Brassington, Ella Tschopik, Eric Kindschi

Members not present: Sean Braziel, Jason Jasinski, Eric Kryzenske, Cole Younger

Staff Present: Stephanie Miller, Andrew Day

**2. PUBLIC APPEARANCES.**

No public appearances.

**3. APPROVAL OF MINUTES.**

- a. Motion to approve the minutes of the Communications and Technology Committee meeting from November 26, 2019.

Motion by Blake Draper, second by CJ Behm, to approve the minutes of the Communications and Technology Committee meeting from November 26, 2019.

Motion carries 5 - 0 - 0 by acclamation.

**4. BUSINESS.**

- a. Discussion and possible action to make a recommendation to the Village Board to accept the change in the Village website design and hosting from GovOffice to CivicPlus.

Presentation by Director, Stephanie Miller, on current website provider, GovOffice, and comparison to alternative, desired website provider, CivicPlus.

Motion by Village Trustee Stephanie Brassington, second by Eric Kindschi, to recommend to the Village Board to accept the change in the Village website design and hosting from GovOffice to CivicPlus. Motion carries 5 - 0 - 0 by acclamation.

- b. Discussion and action to approve Chapter 7 of the Technology Plan.

Technical Specialist, Andrew Day, walks through and discusses new chapter of the Technology Plan.

Motion by Village Trustee Stephanie Brassington, second by CJ Behm, to approve Chapter 7 of the Technology Plan. Motion carries 5 - 0 - 0 by acclamation.

**5. STAFF REPORTS.**

a. Update(s) from the Technical Specialist.

Technical Specialist, Andrew Day, discussed the following updates to the Committee:

- Newly added cameras to the training room, as well as other meeting rooms.
- TDS cable boxes and switchover.
- Recent Zoom meetings and public appearances.
- Construction on Public Works building, particularly for the server room, as well as where staff will be located during building construction.

Question from Committee Member, Blake Draper, regarding the new Public Safety building and the Communications and Technology Staff involvement with that project.

b. Update(s) from the Director.

Director, Stephanie Miller, discussed the following updates to the Committee:

- Staffing - new production assistant hire and camera operators back in building to work.
- Cable Productions - senior spring athletes tribute video, graduation speeches and live premiere of that event, potential livestreaming of McFarland High School commencement in July, no Sundaes on Thursdays this year, and library events.
- McFarland Cable YouTube - added E.D. Locke Public Library programs to YouTube channel. May rebrand away from "McFarland Cable" to "Village of McFarland" to be more inclusive of all programs.
- Potential implementation of GovPilot for various departments and staff.

**6. SCHEDULE NEXT MEETING DATE.**

a. Tuesday, July 28, 2020 at 6:00 p.m.

**7. ADJOURNMENT.**

Motion by Village Trustee Stephanie Brassington, second by Blake Draper, to adjourn at 8:29 p.m.

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin boards in accordance with Open Meetings Law.

Respectfully submitted,  
Stephanie R. Miller  
Director of Communications and Technology



**VILLAGE BOARD SUMMARY SHEET**

**MEETING DATE:** Tuesday, September 22, 2020

**SECTION:** Business

**DEPARTMENT:** Communications & Technology

**CONTACT:**

**AGENDA ITEM:** Discussion and recommendation of Chapter 33 in the Personnel Policy Manual: Policy On Use Of Social Media.

**PREVIOUS ACTION:**

**ISSUE SUMMARY:**

Chapter 33 of the Personnel Policy has not been updated since 2014. Over the past six years, a lot has changed regarding social media interfaces, standards, policies, etc. When this policy was made, the Village had yet to even obtain its official social media pages. Due to this, this chapter is in need of updates.

The currently modified version of Chapter 33 provided in your packet will show various edits that are needed. Specifically, up-to-date information regarding who is in charge of social media sites and best practices. There are also various edits that are in need of consideration for adding; specifically, parts 33.04 and 33.05. Both of these topics should be considered for this chapter to maintain the standards of the Village and Village employees. As we look at this policy, how do we want to incorporate these standards and expectations moving forward? What should the Village be doing? How should employees be using this policy?

You'll also note other attachments in your packet. First being a template policy specifically geared toward government (via ArchiveSocial). The second being an example the Director found to be compelling and help stir discussion. The Adidas social media policy for employees states good points and standards that the Village should also consider within this policy.

**FINANCIAL/BUDGET IMPACT:**

**VILLAGE PLAN REFERENCE:**

**ORDINANCE REFERENCE:**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

**ATTACHMENTS:**

1. CHAPTER 33 - Social Media Policy - 09.15.2020
2. Social\_Media\_Policy\_Template\_for\_Government\_\_ArchiveSocial\_\_
3. adidas-Group-Social-Media-Guidelines1



## CHAPTER 33 - POLICY ON USE OF SOCIAL MEDIA

### 33.01 Purpose

This policy provides guidelines and procedures to Village staff in determining the proper utilization of social media. Social media consists of networks and online publications that enable individuals and groups to communicate between one another for different purposes. Examples of these online tools include Facebook, Instagram, Twitter, LinkedIn, YouTube, blogs, and several others. The Village may use certain social media sites in order to reach out to the public and educate individuals on events, activities, awards, and other news releases. Social media can help the Village and its departments to connect in different ways with other organizations and businesses in the community. This policy outlines the proper content and uses for social media since the Village has a significant interest and expectation in regulating the content that is posted on its sites.

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### 33.02 General Village Use of Social Media Policy

(1) In order for any Village department to establish a social media site, the request must first be approved by the Administrator and Communications and Technology Director. Requests for social media sites must include a plan that assigns certain individuals (department head or designees) to regularly update and monitor the sites. The request must also explain the ways that the department plans to utilize its social media site.

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**Commented [SRM1]:** In the event that a Village Department feels that they cannot provide their message through the Village's main social media page(s), the McFarland Fire & Rescue social media page(s), the E.D. Locke Public Library social media page(s), and/or the McFarland Police Dept. social media page(s) ...

(2) All social media sites must be monitored and posts should be done regularly according to best analytic practices for each platform as directed by the Communications and Technology Director.

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(3) Each social media site must clearly state that it is Village-operated and maintained by Village staff. Sites must also include the Village of McFarland logo as well as any other branding or logos that identify the involved party.

(4) All social media sites should include a link back to the Village of McFarland website: [www.mcfarland.wi.us](http://www.mcfarland.wi.us)

(5) All Village staff must adhere to the Policy on Use of Technology Resources along with any other related federal, state, or local regulations.

(6) The Village reserves the right to take down any abusive or inappropriate posts that violate this policy. All social media sites maintained by the Village shall have archival technology to retain all posts to maintain compliance with open records law. Village of McFarland social media sites are subject to State of Wisconsin public record laws. Any content on these sites related to Village business is considered public record.

Deleted: Any post that is taken down from the site must be documented by the department responsible for the social media site. Documentation must include a copy of the post, time of post, date of post, name of the individual responsible for the content, and any other information that is relevant to the situation.

Content can range from messages, list of subscribers, images, videos, and any other content that exists. The department that creates a social media site is responsible for responding to any public

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records request in coordination with the Clerk/Treasurer. If possible, each social media site should remind its viewers through a disclaimer that content on the site is considered public record.

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(7) Employees managing social media sites are representative of the Village and are expected to conduct themselves accordingly. All posts by employees must be completed in a professional manner that is strictly used for informative purposes related to Village business. Employees who fail to conduct themselves in an appropriate manner may be subject to disciplinary action.

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(8) The Village encourages all departments and staff to adopt and use the following disclaimer for their social media sites:

Commented [SRM2]: Not personal social media

*"The Village of McFarland encourages all viewers to use proper content. Any abusive or inappropriate content that violates the Village of McFarland Policy on Use of Social Media will be removed from the site. All information posted on this site is subject to public record."*

### 33.03 Public Comment Policy

(1) Any comment posted by a resident or member of the public is solely an individual's opinion. Allowing posts by the public does not imply that the views or opinions expressed are representative of or endorsed by the Village of McFarland. Comments and posts created by Village staff may only provide information regarding Village business.

Commented [SRM3]: Is this something to add to the disclaimer found above in part 8?

(2) The Village reserves the right to remove any inappropriate or abusive content. This includes but not limited to content which:

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- (a) Discriminates against others based on race, creed, color, sex, gender, national origin, religion, age, sexual orientation, marital status, or mental or physical disability;
- (b) Makes threats towards an individual or organization;
- (c) Supports or opposes a political campaign or ballot measure;
- (d) Solicits commerce;
- (e) Violates any federal, state, or local law;
- (f) Encourages illegal activity;
- (g) Contains sexual content (including links);
- (h) Contains profane or abusive language and/or images;
- (i) Violates the legal ownership interest (such as copyright) of any party;
- (j) Or any other comments that do not relate to the original topic.

(3) The Village reserves the right to remove or block any members of the public who repeatedly violate this policy.

(4) If content is removed, Village staff must document the violation while notifying the involved party / individual that their content was removed. The following message should be sent out to any members of the public that violate the policy:

*“The Village of McFarland removed your recent content from its social media site because it was in violation of the Village’s Policy on Use of Social Media. Please avoid from posting any inappropriate content in the future. If you do not refrain, the Village of McFarland reserves the right to remove you as a member of this group. Thank you for your cooperation.”*

(5) All sites must have one or more staff designated to update content on the site, respond to any requests or questions asked by the public, and monitor regularly the content posted on their social media sites.

#### 33.04 Personal Use of Social Media

(1) All Village employees may have personal social media sites and accounts. These sites should remain personal in nature and be used to share personal opinions and non-work-related information.

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(2) Village employees may never use their Village email account or password in conjunction with a personal social media account.

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(3) The Village encourages employees to share Village related events or items as part of their personal accounts to help create brand awareness.

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#### 33.05 Professional Use of Social Media

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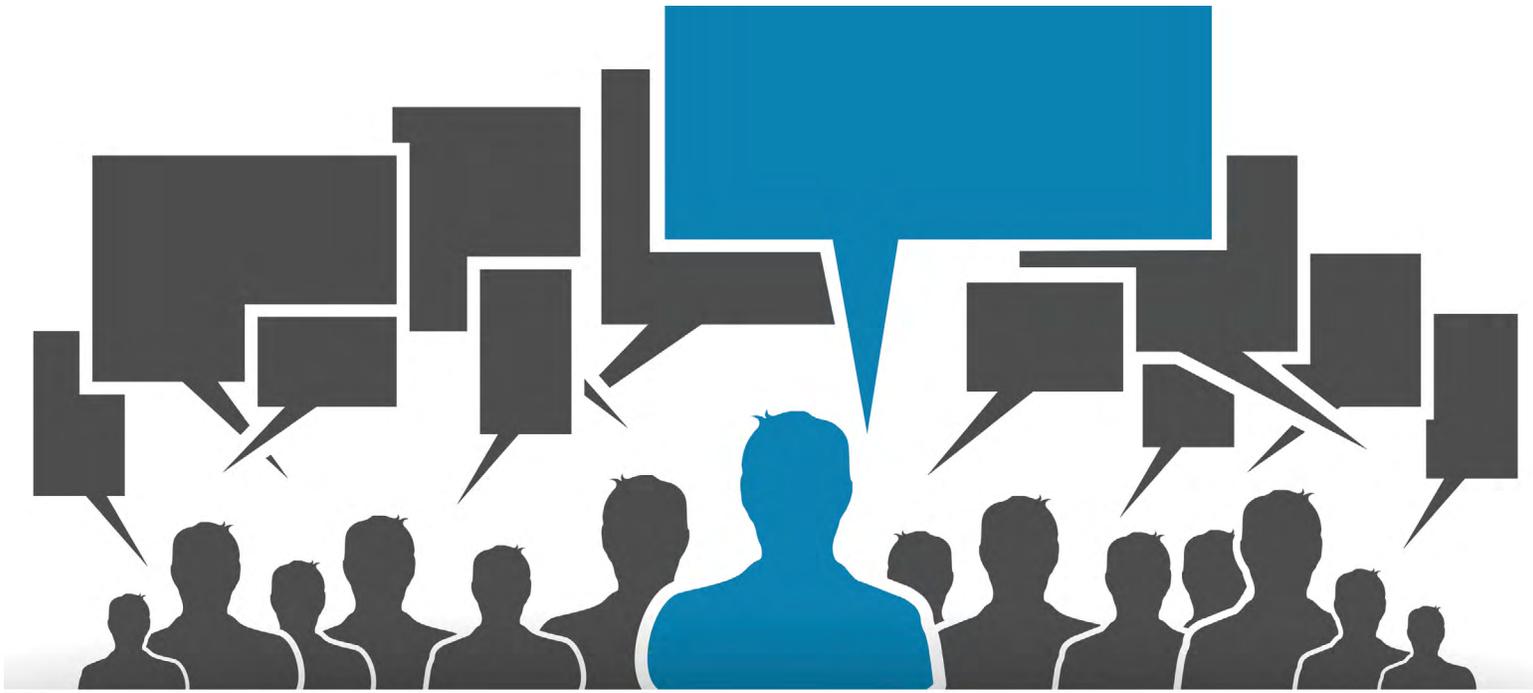
(1) Only individuals authorized by the Village may publish content on behalf of the Village in their capacity as a Village employee. Permission to publish content on behalf of the Village shall be approved by the Village Administrator.

(2) Employees approved to publish content shall on behalf of the Village shall create a new account with their Village email address and ensure the account is linked to the Village’s electronic archival software.

(3) All posts or communications must maintain a high level of ethical conduct and professional decorum. Information must be presented following professional standards for good grammar, spelling, brevity, clarity and accuracy, avoid jargon, obscure terminology or acronyms. Failure to do so may be grounds may be grounds for revocation of authorization to have a Village social media account.

(4) Posts that are for political purposes or any private related activities or transactions are prohibited.

(5) Inappropriate usage of a Village social media account shall be grounds for disciplinary action.



# SOCIAL MEDIA POLICY TEMPLATE FOR THE PUBLIC SECTOR



## ABOUT THIS TEMPLATE

This template is intended for use as a starting point for public sector organizations drafting a social media policy. The information was compiled from several sources including the Cities of Seattle, WA, and Arlington, TX; and the States of Mississippi, Oklahoma, Texas, and North Carolina. Parts of this document were adapted from the Law Enforcement Agency Facebook Terms developed by Lauri Stevens of [LAW.S Communications](#), used with permission. As each public sector organization is different, this template should be modified to fit the needs of your agency.

# INTERNAL POLICY

## Purpose

This document defines the social networking and social media policy for [agency name], the "Agency". To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, Agency departments may consider using social media tools to reach a broader audience. The Agency encourages the use of social media to further the goals of the Agency and the missions of its departments, where appropriate.

The Agency has an overriding interest and expectation in deciding what is "spoken" on its behalf on social media sites. This policy establishes guidelines for the use of social media.

## Acceptable Use

### Personal Use

All Agency employees may have personal social networking, Web 2.0 and social media sites. **These sites should remain personal in nature and be used to share personal opinions or non-work related information.** Following this principle helps ensure a distinction between sharing personal and agency views.

Agency employees must never use their agency e-mail account or password in conjunction with a personal social networking, Web 2.0 or social media site.

**The following guidance is for Agency employees who decide to have a personal social media, Web 2.0 or social networking site or who decide to comment on posts about official Agency business:**

- **State your name and, if relevant, role, when discussing Agency business;**
- **Use a disclaimer such as: "The postings on this site are my own and don't reflect or represent the opinions of the agency for which I work."**

### Professional Use

All official agency-related communication through social media, Web 2.0 and social networking outlets should remain professional in nature and should always be conducted in accordance with the Agency's communications policy, practices and expectations. Employees must not use official agency social media, Web 2.0 or social networking sites for political purposes, to conduct private commercial transactions, or to engage in private business activities.

Agency employees should be mindful that inappropriate usage of official agency social media, Web 2.0 and social networking sites can be grounds for disciplinary action. If social media, Web 2.0 and social networking sites are used for official agency business, the entire agency site, regardless of any personal views, is subject to best practices guidelines, and standards.

Only individuals authorized by the Agency may publish content to an agency Web site or state agency social computing technologies.

## Approval and Registration

All Agency social media sites shall be (1) approved by [contact] ; (2) published using approved social networking platform and tools; and (3) administered by the contact or their designee.

## Oversight and Enforcement

Employees representing the Agency through social media outlets or participating in social media features on agency websites must maintain a high level of ethical conduct and professional decorum. Failure to do so is grounds for revoking the privilege to participate in agency social media sites, blogs, or other social media features.

Information must be presented following professional standards for good grammar, spelling, brevity, clarity and accuracy, and avoid jargon, obscure terminology, or acronyms.

Agency employees recognize that the content and messages they post on social media websites are public and may be cited as official Agency statements. Social media should not be used to circumvent other agency communication policies, including news media policy requirements.

Agency employees may not publish information on agency social media sites that includes:

- Confidential information
- Copyright violations
- Profanity, racist, sexist, or derogatory content or comments
- Partisan political views
- Commercial endorsements or SPAM

## Records Retention

Social media sites contain communications sent to or received by the Agency and its employees, and such communications are therefore public records subject to [applicable public records statute]. These retention requirements apply regardless of the form of the record (for example, digital text, photos, audio, and video). The Department maintaining a site shall preserve records pursuant to a relevant records retention schedule for the required retention period in a format that preserves the integrity of the original record and is easily accessible. Furthermore, retention of social media records shall fulfill the following requirements:

- Social media records are captured in a continuous, automated fashion throughout the day to minimize a potential loss of data due to deletion and/or changes on the social networking site.
- Social media records are maintained in an authentic format (i.e. ideally the native technical format provided by the social network, such as XML or JSON) along with complete metadata.
- Social media records are archived in a system that preserves the context of communications, including conversation threads and rich media, to ensure completeness and availability of relevant information when records are accessed.
- Social media records are indexed based on specific criteria such as date, content type, and keywords to ensure that records can be quickly located and produced in an appropriate format for distribution (e.g. PDF).
- Each employee who administers one or more social networking sites on behalf of the Agency has self-service, read-only access to search and produce relevant social media records to fulfill public information and legal discovery requests as needed.

Agency utilizes an automated archiving solution provided by ArchiveSocial to comply with applicable public records law and fulfill the above record retention requirements. The Agency archive is available at: [archivesocial.com](https://archivesocial.com).

## EXTERNAL POLICY

The following guidelines must be displayed to users on all social media sites or made available by hyperlink.

### **Moderation of Third Party Content**

This agency social media site serves as a *limited public forum* and all content published is subject to monitoring. User-generated posts will be rejected or removed (if possible) when the content

- is off-subject or out of context
- contains obscenity or material that appeals to the prurient interest
- contains personal identifying information or sensitive personal information
- contains offensive terms that target protected classes
- is threatening, harassing or discriminatory
- incites or promotes violence or illegal activities
- contains information that reasonably could compromise individual or public safety
- advertises or promotes a commercial product or service, or any entity or individual
- promotes or endorses political campaigns or candidates

### **Public Records Law**

Agency social media sites are subject to applicable public records laws. Any content maintained in a social media format related to agency business, including communication posted by the Agency and communication received from citizens, is a public record. The Department maintaining the site is responsible for responding completely and accurately to any public records request for social media content.

### **About the author of this template**

ArchiveSocial enables public entities to safely and effectively utilize social networks such as Facebook, Twitter, YouTube, Instagram, and LinkedIn. ArchiveSocial is the industry's first archiving technology providing 100% authentic capture of social media for compliance with state and federal records laws such as FOIA. It provides a legal safety net, and eliminates the time and effort required to respond to public records requests. ArchiveSocial is completely hosted and requires zero IT deployment. It serves as a cost effective offering for any sized public entity, and provides the public sector's easiest and most comprehensive solution for managing records of social media. ArchiveSocial is based in Durham, North Carolina.



Additional papers, articles, and free trial offer available at [archivesocial.com](http://archivesocial.com)

## adidas Group Social Media Guidelines

Our employer is easy to identify with and all of us are very passionate about what we do on a daily basis. At the adidas Group we believe in open communication and you are encouraged to tell the world about your work and share your passion. Whether you do so by participating in a blog, wiki, online social network or any other form of online publishing or discussion is completely up to you.

However, these new ways of communication are changing the way we talk to each other and even to our consumers, target audiences and partners.

In order to avoid any problems or misunderstandings, we have come up with a few guidelines to provide helpful and practical advice for you when operating on the internet as an identifiable employee of the adidas Group and its brands.

- First, please familiarize yourself with and follow the adidas Group Code of Conduct and the Global Policy Manuals
- **When you discuss adidas Group- or brand-related matters on the internet, you must identify yourself with your name and, when relevant, your role at the adidas Group. Only very few people in this company are official spokesperson for the Group or its brands, so if you are not one of them you must make clear that you are speaking for yourself and not for the Group. You can use a disclaimer like "The postings on this site are my own and do not necessarily represent the position, strategy or opinions of the adidas Group and its brands".** Please always write in the first person and don't use your company email address for private communications. And please consider that even anonymous postings on Wikipedia can be traced back to the company.
- **You are personally responsible for the content you publish on blogs, wikis or any other form of user-generated media. Please remember that the internet never forgets. This means everything you publish will be visible to the world for a very, very long time. Common sense is a huge factor here.** If you are about to publish something that makes you even the slightest bit uncomfortable, review. If you are still unsure and it is related to the adidas Group and its brands, talk to your manager or Corporate Communications (please find contacts below).
- Just because information is on the internal network (like the adiweb, das-net or Vision Asia), it is not ok to let the rest of the world know about it. If an item features the sentence **"for internal use only"** then that is exactly what it means and it is absolutely not meant to be forwarded to anyone who is not employed by the adidas Group. No exceptions. Messages from our CEO to all employees are not meant for the media. If we as a company wanted a newspaper to know how our CEO sees the future of our Group the PR department would call them up and tell them.
- **It is perfectly fine to talk about your work and have a dialogue with the community** (see # 2) but it is not okay to talk about the design or name for the new World Cup ball months before its official launch. If you have signed a **confidentiality agreement** you are expected to follow it. If the judgement call is tough on secrets or other issues discussed, please ask your manager before you publish or forward. Please act responsibly with the information you are entrusted with.

- **Do not comment** on work-related legal matters unless you are an official spokesperson, and have the legal approval by the adidas Group or its brands to do so. In addition, talking about revenues, future products, pricing decisions, unannounced financial results or similar matters will get you, the company or both into serious trouble. Stay away from discussing financial topics and predictions of future performance at all costs.
- **Respect your audience.** Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the adidas Group's workplace. You should also show proper consideration for others privacy and for topics that may be considered objectionable or inflammatory (like religion or politics). If you are in a virtual world as an adidas Group representative please dress and behave accordingly. We all appreciate respect.
- **Think about consequences.** Imagine you are sitting in a sales meeting and your client brings out a printout of a colleague's post that states that the product you were about to sell "completely sucks". Talk about a tough pitch. So, please remember: Using your public voice to trash or embarrass your employer, your customers, your co-workers or even yourself is not okay - and not very smart.
- Have you posted something that just wasn't true? **Be the first to respond to your own mistake.** In a blog, if you choose to modify an earlier post, make it clear that you have done so.
- Please respect **copyright.** If it is not yours, don't use it. It is very simple. It is that person's choice to share his or her material with the world, not yours. Before posting someone else's work, please check with the owner first.
- Don't cite or reference clients, partners or suppliers without their approval. When you do make a **reference**, where possible, link back to the source.
- **Be aware that others will associate you with your employer** when you identify yourself as such. Please ensure that your Facebook, Linked-in, Xing or MySpace profile and related content is consistent with how you wish to present yourself with clients and colleagues.
- **Even if you act with the best intentions, you must remember that anything you put out there about the adidas Group can potentially harm the company.** This goes for all **internal media** as well, like the intranet or any newsletters you send out. As soon as you act on the company's behalf by distributing information, you are upholding the company's image. Please act responsibly. If in doubt, please contact the Corporate Communications Team (see contacts below) or your manager before you hit the send button.
- And finally. With all the blogging and interacting, don't forget your daily job...