

RESOLUTION NO. 26-12

A RESOLUTION APPROVING THE ADOPTION OF A SOCIAL MEDIA POLICY
FOR THE VILLAGE OF VERSAILLES

WHEREAS in an effort to provide the public with information about the Village events, news and other municipal information, the Village uses various forms of social media to disseminate such information; and

WHEREAS, the Personnel and Policies Committee of the Village of Versailles has reviewed and recommended to Village Council the establishment of a Policy for the use of such social media by the Village and its employees, as set forth in Exhibit A attached hereto and incorporated herein; and

WHEREAS, the Council of the Village of Versailles agrees with said recommendation of the Personnel and Policies Committee for the establishment of a Social Media Policy as set forth in said Exhibit A.

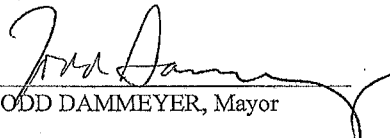
NOW, THEREFORE, BE IT RESOLVED by the Council of the Village of Versailles, State of Ohio:

SECTION ONE: The Village of Versailles hereby adopts the Social Media Policy as set forth in Exhibit A.


SECTION TWO: That the Social Media Policy set forth as Exhibit A hereby supersedes and replaces any prior legislation heretofore adopted by the Village in conflict with said Policy.

SECTION THREE: That this Resolution shall take effect at the earliest date allowed by law.

PASSED this 8 day of April, 2026.


TODD DAMMEYER, Mayor

ATTEST:


ALISHA APPLE, Fiscal Officer


THOMAS L. GUILLOZET, Village Attorney

EXHIBIT "A"

Village of Versailles – Social Media Policy

1. Purpose

The policy establishes guidelines for the establishment and use by the Village of Versailles of social media sites as a means of conveying Village of Versailles information to its residents, corporate citizens, and visitors.

The intended purpose behind establishing the Village of Versailles social media sites is to disseminate information about the Village's events, news, information, etc.

The Village of Versailles has an overriding interest and expectation in deciding what is "spoken" on behalf of the Village on social media sites through and on the internet.

For the purposes of this policy, "social media" is understood to be content created by individuals, using accessible, expandable, and upgradeable publishing technologies. Examples of social media (including but not limited to) are Facebook, YouTube, Twitter/X, Instagram, LinkedIn, and Instagram, along with others. For purposes of this policy, "comments" including information, articles, pictures, videos or any other form of communication content posted on a Village of Versailles social media site.

2. General Policy

- a. The establishment and use by the Village of social media sites are subject to approval by the Village Administrator or his/her designees. All Village of Versailles social media sites shall be administered by Village of Versailles staff.
- b. The social media sites maintained by the Village should make it clear that they are maintained by the Village of Versailles and that they follow the Social Media Policy. The Village shall not be responsible for personal accounts created by the Village staff or officials.
- c. Wherever possible, social media sites should link back to the official Village of Versailles website for forms, documents, online services, and other information necessary to conduct business with the Village of Versailles.
- d. The Village reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law.
- e. These guidelines must be displayed to users or made available by hyperlink.
- f. The Village will approach the use of social media tools as consistently as possible, enterprise wide.
- g. The Village of Versailles website at <http://www.versaillesoh.com> will remain the Village's primary and predominant internet presence for official information.
- h. All social media sites maintained by the Village shall adhere to applicable federal, state and local laws, regulations and policies.
- i. 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 subject to public disclosure.
- j. Comments on topics or issues not within the jurisdictional purview of the Village of Versailles may be removed.

- k. Employees representing the Village through social media sites must conduct themselves at all times as a representative of the Village and in accordance with Village policies.
- l. This Social Media Policy may be revised at any time.

3. Comment Policy

- a. As a public entity the Village of Versailles must abide by certain standards to serve all its constituents in a civil and unbiased manner.
- b. The intended purpose behind establishing the Village of Versailles social media sites is to disseminate information from the Village, about the Village, to its residents, corporate citizens, and visitors.
- c. Comments containing any of the following inappropriate forms of content shall not be permitted on the Village of Versailles social media sites and are subject to removal and/or restriction:
 - i. Comments not related to the original topic, including random or unintelligible comments;
 - ii. Profane, obscene, violent, or pornographic content and/or language;
 - iii. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, sexual orientation, or national origin;
 - iv. Defamatory or personal attacks;
 - v. Threats to any person or organization;
 - vi. Comments in support of, or in opposition to, any political campaigns or ballot measures;
 - vii. Solicitation or commerce, including but limited to ad, advertising of any business or product for sale;
 - viii. Conduct in violation of any federal, state, or local law;
 - ix. Encouragement of illegal activity;
 - x. Information that may tend to compromise the safety or security of the public or public system(s); or
 - xi. Content that violates the legal ownership interest, such as a copyright, of any party;
 - xii. Repetitive or duplicative posts by single or multiple users.
- d. A comment posted by a member of the public on any Village of Versailles social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement or, or agreement, by the Village of Versailles, nor do such comments necessarily reflect the opinions or policies of the Village of Versailles.
- e. The Village of Versailles reserves the right to deny access to the Village of Versailles social media sites to any individual who violates the Village of Versailles Social Media Policy, at any time and without prior notice.
- f. The Village of Versailles shall monitor its social media sites for comments in violation of this policy.
- g. Should a member of the public wish to communicate with the Village, they may contact the Village of Versailles directly in-person, by telephone, or via email. Village of Versailles social media accounts shall be viewed as one-way communication from the Village to the general public.

4. Endorsements, Advertising, and Authorized Links

Social media sites may contain hypertext or other links to external internet sites that are not provided or maintained by the Village. Please note that the Village cannot guarantee the accuracy, relevance, timeliness, or completeness of these external sites.

In addition to material posted by the Village, social media sites may include ads and suggestions for other profiles to view selected by the social media site that links to third party sites. The inclusion of these ads, profiles, and links is outside of the control of the Village and are not an official endorsement or any product, person, or service, and may not be quoted or reproduced for the purpose of starting or implying endorsement or approval of any product, person, or service. The Village does not receive any revenue from any of these advertisement links.