



Agenda Item No. 8

455 Mountain Village Blvd.
Mountain Village, CO 81435

TO: Mountain Village Town Council
FROM: Kathrine Warren, Communications Manager
DATE: November 13, 2024
RE: Discussion regarding the Town of Mountain Village Social Media Policy

Executive Summary

The attached social media policy has been reviewed, edited and approved by Garfield & Hecht. The social media policy is similar to other municipalities in the State of Colorado and applies to Town-managed social media channels only. This includes: Mountain Village Facebook, Twitter & Instagram, LinkedIn, Threads, the Police Facebook and Twitter and the Village Court Apartments Facebook group that is managed by the Town and any future social media channels the Town may operate as part of its communications strategy.

Once this is posted to our social media with a clear outline of our policy, comments may be subject to removal if they violate one of the 7 items outlined in the policy.



TOWN OF MOUNTAIN VILLAGE SOCIAL MEDIA POLICY

PURPOSE

The Town of Mountain Village (TMV) operates and maintains social media sites to provide citizens, businesses, and visitors with information about TMV programs, services, projects, issues, events and activities. This information is intended to offer quick, convenient, and easy access for those wishing to learn about the Town of Mountain Village.

The Town of Mountain Village strives to represent the TMV appropriately, consistently, and positively on the internet. To aid in meeting the goals of the TMV, the purpose of this policy is to establish procedures for creating and maintaining a social media and online community presence which is in accord with policies and directives established by the TMV government.

POLICY

1. The information posted on TMV social media platforms is provided as a public service.

The Town of Mountain Village assumes no responsibility or liability for any inaccuracies the platform may contain nor does the Town assume any responsibility or liability for the content, comments or advertisements posted on a platform by external individuals, agencies, or companies.

2. External content and/or comments included on TMV social media platforms do not imply endorsement by The Town of Mountain Village.
3. The Town of Mountain Village reserves the right to remove any content that is deemed in violation of our Social Media Content Policy or any applicable laws.
4. The content on TMV social media platforms, including all public comments, is subject to public disclosure under the Colorado Open Records Act.

SOCIAL MEDIA CONTENT POLICY

PURPOSE

The TMV welcomes comments, recognizes the vital importance of participating in these conversations and is committed to participating and listening in meaningful ways. The dialog on TMV social media platforms is a moderated online discussion which is similar to a public meeting of the Mountain Village Town Council. Because we must abide by certain standards to serve all constituents in a civil and respectful manner, all comments must comply with the guidelines listed below or may be subject to deletion.

POLICY

This policy addresses official TMV social media sites maintained by TMV employees. Certain types of posts or comments are not considered protected forms of speech and may be subject to removal.

These include posts with:

1. Posts for any unlawful purpose or posts that violate any federal, state, or local law shall be prohibited;
2. No obscene language may be used;
3. No content or links to content of a pornographic nature will be allowed;
4. Disclosure of social security numbers, credit card numbers, the email address of another person, or any other identifying personal information that could potentially be used to perpetrate identification fraud is prohibited;
5. Any disclosure of personal addresses, telephone numbers, or other personally identifying information which could be used in the furtherance of a criminal act against another;
6. No unauthorized posts related to commercial speech will be allowed (i.e. no solicitations of commerce);
7. Posts with links that are suspected of containing a virus will be removed from the application immediately.

Individuals posting comments should be aware that all comments posted on this application are subject to the Colorado Open Records Act.

All commenters who post to any Town of Mountain Village social media applications are bound by the applications' respective usage agreements pertaining to user rights and responsibilities. Any posts that violate these guidelines may be subject to removal.

APPROVED this __ day of _____, 2024.

Town of Mountain Village

Martinique Prohaska, Mayor