

VILLAGE OF NORTH COLLINS

Social Media Policy

Adopted August 2026



Village of North Collins Social Media Policy

1.0 Objective

In recognition of the ways residents, businesses, and visitors communicate and obtain information online, the **Village of North Collins** (“Village”) utilizes social media to:

- Encourage public engagement with Village government.
- Promote transparency and open communication.
- Provide timely and accurate information regarding Village services, programs, projects, events, and emergency notifications.

2.0 Purpose

The purpose of this Social Media Policy (“Policy”) is to establish guidelines governing the creation, administration, and use of official Village-operated social media accounts. This Policy is intended to ensure that social media is used responsibly, consistently, and in compliance with all applicable federal, New York State, and local laws while protecting the integrity and reputation of the Village.

3.0 General Policy

3.1

The Village’s official website ([VILLAGE OF NORTH COLLINS - Home](#)) shall remain the primary and official source of municipal information.

3.2

The Village shall maintain one official account for each approved social media platform. No elected official, appointed official, employee, volunteer, committee, or board member may create or represent an unofficial social media account as an official Village account without authorization from the Village Board.

3.3

The Village currently authorizes the use of the following social media platform(s):

- Facebook

3.4

No additional social media platforms shall be used unless approved by the Village Board.

3.5

The Village will make reasonable efforts to maintain an active and consistent social media presence.

3.6

All official Village social media accounts shall comply with all applicable federal and New York State laws, including but not limited to:

- Freedom of Information Law (FOIL)
- Open Meetings Law
- Public Officers Law
- Records retention requirements
- Applicable cybersecurity and information security policies

3.7

Whenever technically feasible, all official Village social media accounts shall:

- State that they are maintained in accordance with this Social Media Policy.
- Include a link to this Policy.
- Include a link to the official Village website for forms, documents, services, and additional information.

3.8

Social media platforms may display advertisements or third-party content beyond the Village's control. The appearance of advertisements, links, or endorsements by the platform does not constitute an endorsement by the Village of North Collins.

3.9

The Village Board reserves the right to amend this Policy at any time.

4.0 Social Media Administration

4.1

The Village Board shall designate two or more Social Media Administrators to manage official Village social media accounts. Administrators may include elected officials or Village employees. Approved Administrators shall be listed in Appendix A.

4.2

Administrators shall have administrative access to all Village social media accounts assigned to them.

4.3

The Mayor, Village Clerk-Treasurer, Deputy Clerk, Trustees, Department Heads, Village Attorney, and designated Administrators may submit content for publication on official Village social media accounts.

4.4

Only authorized Administrators who have signed the Social Media Compliance Form (Appendix B) may publish content.

4.5

The Mayor and Trustees, or the Mayor and Village Attorney, may request that content be edited or removed. Any disputed content may only be reposted upon approval by the Village Board at a regularly scheduled meeting.

5.0 Content Guidelines

Official Village social media accounts are intended to provide information regarding Village government and services.

Content may include, but is not limited to:

5.1

- Emergency notifications and public safety information.
- Village-sponsored events.
- Community events occurring within the Village that are determined to be in the public interest.
- Livestream announcements for Village meetings.
- Employment opportunities.

- Employee introductions and recognitions.
- Budget information.
- New ordinances, policies, resolutions, and initiatives.
- Public works updates.
- Utility and infrastructure projects.
- Road closures and construction notices.
- Recreation programs.
- Historical information about the Village of North Collins.
- Dog control and animal-related notices.
- Community-oriented programs and public information.

5.2

Posts shall not disclose confidential or personal information except when authorized by law or when identifying Village officials or employees acting in their official capacities.

5.3

Village social media accounts shall only publish information related to Village services, operations, programs, events, or approved community organizations serving Village residents.

6.0 Public Comments

The Village social media administrators have the right to shut off comments for posts.

6.1

Posts will only be shareable to the public.

6.2

This Social Media Policy shall be made publicly available on the Village website.

6.3 Disclaimer

The following disclaimer shall be displayed, whenever possible, on all official Village social media accounts:

By accessing or interacting with this page, you acknowledge that the Village of North Collins provides its social media accounts as a public information service. While every reasonable effort is made to ensure the information posted is accurate and current, social media content is provided for informational purposes only and does not constitute official legal notice or an official public record where notice is required by law. Official notices, records, and legal documents are maintained by the Village Clerk and on the Village's official website. The Village of North Collins, its elected officials, employees, and agents assume no liability for damages arising from reliance upon information contained on its social media pages or from the use of the social media platform itself.

Appendix A

Approved Official Village Social Media Accounts

Page	Platform	Administrators
Village of North Collins	VILLAGE OF NORTH COLLINS - Home	Tracy Mallaber McKenzie Blake Website provider.
Village of North Collins	Facebook	Tracy Mallaber McKenzie Blake

Authorized Social Media Administrators

(To be completed by the Village Board.)

Appendix B

Social Media Compliance Form

(To be completed and signed by all authorized Social Media Administrators prior to receiving administrative access.)

VILLAGE OF NORTH COLLINS

Authorization of Official Social Media Administrator

This letter serves as official authorization from the Village of North Collins designating the individual(s) listed below as an authorized administrator of the Village's official social media accounts.

Authorized Administrator:

Name: McKenzie Blake
Title: Deputy Clerk
Department: Village office

Authorized Administrator:

Name: Tracy Mallaber
Title: Village Clerk / Treasurer
Department: Village office

The individuals named above authorized to:

- Create, publish, edit, and remove content on the Village of North Collins' official social media platforms.
- Respond to public comments and messages in accordance with the Village of North Collins Social Media Policy.
- Manage account settings, security features, and administrative access as necessary.
- Represent the Village of North Collins in official communications conducted through authorized social media accounts.

This authorization is granted with the understanding that the authorized administrator shall comply with all applicable federal, state, and local laws, Village policies, records retention requirements, and the Village of North Collins Social Media Policy. Any misuse of official social media accounts or failure to adhere to established policies may result in the immediate revocation of administrative privileges and may be subject to disciplinary action.

This authorization shall remain in effect until revoked in writing by the Mayor, Village Board, or other authorized Village official, or until the individual's employment or appointed duties with the Village of North Collins end.

Acknowledgment of Authorized Administrator

I acknowledge that I have received and reviewed the Village of North Collins Social Media Policy and understand my responsibilities as an authorized administrator. I agree to comply with all applicable policies, procedures, and legal requirements while administering the Village's official social media accounts.

Authorized Administrator Signature: Mckenzie Blake

Printed Name: MCKENZIE Blake

Date: 9/17/26

Authorized Administrator Signature: Tracy M. Moller

Printed Name: Tracy M Moller

Date: 9/16/26

Mayor Michael A. Gullo Sr. Michael A. Gullo, Sr.

Date: 9/15/2026

Trustee Voss : [Signature]

Date: 9/15/26

Trustee Enders: [Signature]

Date: 9/15/26

Trustee Bley : [Signature]

Date: 9/15/26

Trustee Leone : [Signature]

Date: 9/15/2026

VILLAGE OF NORTH COLLINS

Social Media Policy Compliance Acknowledgment Form

I acknowledge that I have received, read, and understand the **Village of North Collins Social Media Policy**.

I understand that the purpose of the policy is to ensure that the Village's social media accounts are used in a professional, respectful, lawful, and transparent manner while maintaining the public's trust in Village government.

By signing below, I acknowledge and agree to the following:

- I have read and understand the Village of North Collins Social Media Policy in its entirety.
- I agree to comply with all provisions of the policy while acting on behalf of the Village or when authorized to access or manage any official Village social media account.
- I understand that all content posted on official Village social media platforms is subject to applicable federal, state, and local laws, including the New York State Freedom of Information Law (FOIL), records retention requirements, copyright laws, and other applicable regulations.
- I understand that only authorized individuals may post, edit, or remove content from official Village social media accounts.
- I agree to protect confidential, privileged, and sensitive information and will not disclose such information through any Village social media platform.
- I understand that official Village social media accounts are intended for official governmental communications and not for personal opinions, political campaigning, or private business.
- I understand that violations of the Social Media Policy may result in the removal of my authorization to manage Village social media accounts and may subject me to disciplinary action, up to and including termination of employment or other action permitted by law.

Employee/Official Information

Printed Name: Mckenzie Blake

Title/Position: Deputy Clerk

Signature: Mckenzie Blake

Date: 10/1/26

Employee/Official Information

Printed Name: Tracy M. Mallaber

Title/Position: Clerk/Treasurer

Signature: Tracy M. Mallaber

Date: 10/1/26

Authorized By:

Mayor Michael A. Gullo Sr: Michael A. Gullo Sr.

Signature: Michael A. Gullo Sr.

Date: 10-1-2026