

## **VILLAGE OF EDGERTON MEDIA POLICY**

The Village of Edgerton employs several mediums to communicate with the public, including digital, social, and traditional, media. The Village of Edgerton requires that the following be respected:

### Defined Terms

For the purpose of this Policy “Village” will refer to the Village of Edgerton municipal government.

For the purpose of this Policy “medium” refers to media types, including digital, social, traditional, print, radio, public event, etc.

For the purpose of this Policy “channel” refers to ownership of the medium, whether personal or official/Village.

For the purpose of this Policy “Council” refers to the Village of Edgerton Municipal Council.

### Policy Statement

The purpose of this Policy is to maintain standards by which the Village communicates in order to ensure efficacy and consistency and to avoid controversy or undue complications.

### Policy

1. All Village communications should, within reasonable and discretionary grounds, maintain a positive, non-confrontational, and unified position.
2. No Council decisions shall be contravened or disputed publicly, regardless of the medium or channel.
3. Designated Village employees and/or affiliates shall operate official Village communications and media channels;
  - Village employees and/or affiliates not designated as such shall not access official Village communications and media channels;
  - Village employees and/or affiliates not designated as such shall not express personal opinions on Village matters, regardless of the medium or channel.
4. Designated Village employees and/or affiliates may style or present themselves as representatives of the Village;
  - Village employees and/or affiliates not designated as such shall not style nor present themselves as representatives of the Village.
5. Village employees and/or affiliates that choose to express personal opinions will be held responsible, especially if the message or topic is considered controversial, breaks confidentiality,

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or endangers the Village's position and standing.

6. Village employees and/or affiliates that choose to style or present themselves as representatives of the Village, without being designated as such, will be held responsible, especially if the message or topic is considered controversial, breaks confidentiality, or endangers the Village's position and standing.
7. The Village reserves the right to act on content on any of its media channels that is considered controversial, breaks confidentiality, or endangers the Village's position and standing.
8. All individuals and/or entities that have entered into employment, partnership, or affiliation, with the Village are required to respect the Village of Edgerton Media Policy.
9. Designation of Village of employees and/or affiliates to operate Village communications and media channels and to be styled or presented as a representative of the Village is subject to the Council's discretion.
10. Village employees and/or affiliates guilty of breaching any portion of this policy will be held responsible by the Council.