

Village of Hilton Facebook Standard

Purpose

Facebook is a social networking site. Businesses and governments have joined individuals in using Facebook to promote activities, programs, projects and events. This standard is designed to assist the Village government in driving traffic to its website, www.hiltonny.org, and to inform more people about Village activities. These standards should be used in conjunction with the Village of Hilton Social Media Policy. As Facebook changes these standards may be updated as needed.

Content

1. Type of 'pages'
 1. The Village will create 'pages' in Facebook not 'groups.' Facebook 'pages' offer distinct advantages including greater visibility, customization and measurability. Related community pages are unofficial representations of village business created by Facebook. Community pages will currently be accepted as is unless there is a copyright/trademark issue.
 2. For 'type' description, choose 'government.'
2. Boilerplate
 1. The Facebook page's cover and profile images will be standardized where possible with the website images and the village logo will be added to the cover photo.
 - ~~2. Comments are prohibited on the Facebook Page. The resident or concerned party can send an email through the Village of Hilton website or call the office for questions or concerns. Deleted, see item 5.~~
3. Link to the Village
 1. A link to www.hiltonny.org will be included on the Page Info page.
4. Page administrators
 1. The Village Clerk or designated office personnel is responsible for monitoring the Facebook page. Posts should be approved by the Mayor or a designated alternate.
 2. A designated office employee is responsible for making sure content is not stale.
5. Comments and Discussion Boards
 1. All Comments will be monitored by the administrator and be removed if necessary.

6. Style

1. The Village Facebook page will be consistent with Village branding.
2. Administrators will use proper grammar and standard AP style, avoiding jargon and abbreviations. Facebook is more casual than most other communication tools but still represents the Village at all times.

7. Applications

1. There are thousands of Facebook applications. Common applications can allow users to stream video and music, post photos, and view and subscribe to RSS feeds. While some may be useful to the page's mission, they can cause clutter and security risks.
2. An application should not be used unless it serves a business purpose, adds to the user experience, comes from a trusted source and is **approved** by the Village Clerk and the Mayor.
3. An application may be removed at any time if there is significant reason to think it is causing a security breach or spreading viruses.

Archive

1. The Facebook page will be set up in conjunction with a designated Village e-mail account.
 2. Content on the Facebook page will not constitute items of official record. All communication will represent or reiterate existing items of record. This disclaimer will be presented on the Facebook page as well as the Village of Hilton Social Media Policy available at www.hiltonny.org.
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