

Personnel, Appointments, and Policy Committee

MEETING AGENDA

Berryville-Clarke County Government Center

101 Chalmers Court, Second Floor

A/B Meeting Room

Regular Meeting

October 22, 2019

9:00 a.m.

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Closed Session	6
The Personnel, Appointments, and Policy Committee of the Berryville Town Council will enter closed session in accordance with §2.2-3711-A-1, Code of Virginia, for discussion, consideration, or interviews of prospective candidates for appointment.	
a. Adopt motion to enter closed session	
b. Reconvene in open session	
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Call to Order

Approval of Agenda

Unfinished Business

TOWN OF BERRYVILLE
PERSONNEL, APPOINTMENTS, AND POLICY COMMITTEE
MOTION TO ENTER CLOSED SESSION

DATE: October 22, 2019

MOTION BY:

SECOND BY:

I move that the Personnel, Appointments, and Policy Committee of the Council of the Town of Berryville enter a closed session in accordance with §2.2-3711-A-1 Code of Virginia, for discussion, consideration, or interviews of prospective candidates for appointment.

VOTE:

Aye:

Nay:

Absent/Abstain:

ATTEST: _____
Harry Lee Arnold, Jr., Chair



Town of Berryville
Talent Bank Form

Any citizen of the Town of Berryville who is interested in serving as a member of a board or commission in the Town of Berryville may complete and return this form to the Town Clerk at 101 Chalmers Ct., Suite A, Berryville, VA 22611 or townmanager@berryvilleva.gov.

Applicant name: Derek Sprincs Date: 8/19/2019

Boards or Commissions Applied For: Tree Board

Address: Tyson Drive Berryville, VA 22611

Home phone: [REDACTED] Work Phone: N/A

Cell phone: [REDACTED] E-mail address: [REDACTED]

Time Availability: 1530-1800 day 1800-2200 evening

Estimated number of hours available per month: 8

Employment History

Employer: U.S. Army Corp of Engineers, MED Position held: High School Intern

Employer Address: 201 Prince Frederick Dr, Winchester, VA 22602

Length of Employment: Spring Semester 2019

Other Skills and Qualifications

Please indicate and special considerations that particularly qualify you for this appointment:

- Interest in public policy & the Berryville Community
- Completed school course work in environmental science and agriculture

Educational History

Please list schools attended and degrees earned:

- Clarke County High School - Graduate with Advanced Diploma, 2020
- Mt. Vista Governor's School - Graduate 2020

Civic and Professional Activities

Please list organizations, honors, offices held, etc.:

- Boy Scouts of America, Troop 34 - Eagle Scout & Junior Asst. Scoutmaster
- Mt. Vista Local Policy Club - Chief
- Clarke County HS Swim Team - Team Captain

Please attach a narrative explaining why you are interested in serving on a Town board or commission.

Pursuant to the Commonwealth of Virginia Conflict of Interest Act governing elected and appointed public officials, does the nature and status of your employment, business interests or ownership of property present a potential conflict of interest relative to the appointed position in which you are interested? Yes No

If required by applicable provision of the Conflict of Interest Act, would you be willing to file with the Clerk of the Circuit Court a Public Official Disclosure Form listing all assets, business and property interests? Yes No

Applicant signature  Date: 8/10/2019

To whom it may concern,

Hello, I'm Derek Sprincis, a senior at Clarke County High School and Mt. Vista Governor's School. I'm also a proud resident of Berryville. I am applying for a position on Berryville's Tree Board.

I first came to the attention of the Tree Board when I interviewed our mayor, Pat Dickinson for a school project. I learned quite a bit about Berryville's government and community. I was pretty interested with everything we talked about during our meeting and I was excited to learn that I could participate in my local government when she mentioned the Tree Board.

I will admit that I don't possess much more knowledge about municipal landscaping than most but I do enjoy our town and would be very excited if I could participate in its government. That being said, if I am appointed, I would definitely bring myself up to speed on relevant knowledge that concerns the board so I could serve as efficiently as possible.

Best Regards,

Derek Sprincis

If you have any further questions or concerns please contact me at: 



Town of Berryville Talent Bank Form

Any citizen of the Town of Berryville who is interested in serving as a member of a board or commission in the Town of Berryville may complete and return this form to the Town Manager at 101 Chalmers Ct., Suite A, Berryville, VA 22611 or townmanager@berryvilleva.gov.

Applicant name: MARY SEROCK Date: 9/21/19

Boards or commissions applied for: ARCHITECTURAL REVIEW BOARD

Time when available to serve: Day Evening

Estimated number of hours available per month: _____

Employment History

Employer: ORACLE Position held: SALES

Employer address: 1900 ORACLE WAY, RESTON, VA 20190

Length of employment: 7.5 YEARS

Other Skills and Qualifications

Please indicate any special considerations that particularly qualify you for this appointment:

- HOME OWNER RESIDING IN BERRYVILLE HISTORIC DISTRICT
- PREVIOUS BOARD EXPERIENCE SERVING ON HISTORIC SITES
- COMMISSION w/ SITE/DESIGN/REVIEW RESPONSIBILITIES

Educational History

Please list institutions attended and degrees earned:

- WESTERN ILLINOIS UNIVERSITY - B.A.

Civic and Professional Activities

Please list organizations, honors, offices held, etc.:

- WINCHESTER CLARKE GARDEN CLUB - (CURRENT) PRESIDENT ELECT,
COMMUNICATION CO CHAIR
- LOUDOUN ACADEMY OF ARTS FOUNDATION - (FORMER) BOARD SECRETARY
- VILLAGE OF WAYNE (IL) HISTORIC SITES/PRESERVATION COMMISSION (FORMER)

Please provide in the space below or on a separate page an explanation of why you are interested in serving on a Town board or commission.

SERVING ON A TOWN BOARD IS A GREAT WAY TO SUPPORT & BE PART OF THE COMMUNITY! AS A BERKVILLE RESIDENT LIVING IN THE HISTORIC DISTRICT, I FEEL THAT IT IS VERY IMPORTANT TO ENSURE "APPROPRIATENESS" OF BUILDING, SIGNAGE, ETC. WHICH ARE IN GOOD TASTE AND CONTRIBUTE TO THE PRESERVATION AND CHARM OF OUR WONDERFUL LITTLE TOWN.

Pursuant to the Commonwealth of Virginia Conflict of Interest Act governing elected and appointed public officials, does the nature and status of your employment, business interests, or ownership of property present a potential conflict of interest relative to the appointed position in which you are interested? Yes No

If required by applicable provision of the Conflict of Interest Act, would you be willing to file with the Town Clerk a Public Official Disclosure Form listing all applicable assets and business and property interests? Yes No

**Personnel, Appointments, and Policy Committee Agenda Item Report Summary
October 22, 2019**

Item Title

Council Policies

Prepared By

Keith Dalton, Town Manager

Background/History/General Information**Voting Policy**

In the early part of this year the Council discussed a proposed voting policy. The Council decided to remand the matter to the Committee because of concerns expressed by Mayor Dickinson regarding the use of voice votes. That proposed policy should be discussed and a determination made as to whether it will be presented to the Council again in its current form, amended in some manner and presented to the Council again, or tabled indefinitely.

Recognition by the Council

Mayor Dickinson has asked that the Council provide guidance regarding official recognition of people, events, etc.

These two policies were reviewed by the Council at its October 8, 2019 meeting. Both policies were remanded back to the Committee for further review.

Findings / Current Activity**Voting Policy**

Staff has revised the draft policy to address Council's concerns and comments. Specifically, the draft policy has been revised to enumerate which actions can be handled with a voice vote and provides for a roll call vote for all other actions.

Recognition Policy

Staff has revised the draft policy to address Council's concerns and comments. Specifically, the draft policy has been revised as follows:

- to permit individual members to issue congratulatory letters.
- to separate proclamations and resolutions into separate policy sections.

Financial Considerations

None

Schedule/Deadlines

No deadline has been established for completion of these tasks.

Other Considerations

None identified

Attachments

- Draft Voting Policy as amended to address Council comments

- Draft Policy for Reviewing Public Requests for Recognition by the Town Council as amended to address Council comments

Recommendation

Forward proposals to the full Council for consideration.

Sample Motion

I move that the Personnel, Appointments, and Policy Committee forward the attached policies to the Town Council for consideration.

Town Council Policies

Voting

2019 - _____

Purpose

To establish policies and procedures for Council voting.

Policy:

Members of the Council shall vote on all motions before the Council, unless that member has been duly recused from the matter. Members not recused shall vote on motions by either voting "Yes" if supporting the motion, "No" if opposing the motion, or "Abstain" if choosing not to support or oppose the motion.

The Council will take action by either voice vote or roll call vote, in accordance with the provisions of this policy.

Voice votes will be utilized when acting upon the following matters before the Council:

- Approval of agenda
- Approval of consent agenda
- Approval of congratulatory letters, proclamations, and resolutions
- Setting public hearings
- Adjournment

If the outcome of a voice vote cannot be determined or is in doubt, then any member may request that the presiding officer conduct a roll call vote.

Roll call votes will be utilized for all other matters.

Procedure:

Voice Vote

When conducting a voice vote on a matter in accordance with this policy, the presiding officer shall:

- state the motion as it was moved and seconded.
- state "All in favor of the motion say Yes."
- state "All opposed say No."
- state "All abstaining say Abstain."
- announce the vote count and outcome.

Roll Call Vote

When conducting a roll call vote on a matter in accordance with this policy, the presiding officer shall:

- state the motion as it was moved and seconded.
- direct the Town Clerk to perform the roll call vote.
 - o The Town Clerk will call for votes in the following order:

- Ward 1 Council Member
 - Ward 2 Council Member
 - Ward 3 Council Member
 - Ward 4 Council Member
 - Recorder / Vice Mayor
 - Mayor
- Announce the results of the vote.

Adopted by Berryville Town Council on _____.

DRAFT

Town Council Policies

Requests for Recognition by the Town Council

2019 - _____

Purpose:

To establish policies, guidelines, and procedures for responding to public requests for official recognition of people, causes, or events. Official recognitions issued by the Council comprise of congratulatory letters, proclamations, and resolutions.

Requests for recognition that provide an opportunity for the Council to recognize people, causes, and events should be given serious review and should be granted only when a personal milestone, cause, or event is of such a special nature that it deserves official recognition.

The Council reserves the right to:

- choose the means of recognition it will utilize.
- reject requests.
- modify or amend suggested language.

Policy:**Congratulatory Letters**

It is the policy of the Council to consider requests for congratulatory letters recognizing certain milestones such as 100th birthdays, 50th wedding anniversaries, Eagle Scout designation, Gold Award designation, and significant organizational anniversaries or achievements.

Such letters may be issued by individual Council members or by the Council as a whole upon an affirmative vote of the majority assembled.

The following guidelines and requirements shall apply to requests for consideration of congratulatory letters:

1. The person to be recognized should be a Berryville resident. If a group is making the request, then the group's membership should include Berryville residents or serve the Berryville/Clarke County community.
2. The request must be made at least two weeks in advance of the desired date of issuance.
3. Congratulatory letters shall be written in a manner that conforms to Council's requirements, needs, or policy determinations. If a congratulatory letter is issued by an individual member or group of members but not by the Council as a whole, then the letter must clearly state that the position taken is that of the signatory or signatories.
4. Copies of letters issued by individual Council members must be provided to all members of Council within 5 days of issuance.

Proclamations

It is the policy of the Council to consider requests to recognize certain events or causes, when such proclamations positively affect the community and convey an affirmative message to Berryville residents. Proclamations that are political in nature, controversial, or likely not to enjoy a high level of community interest and support, are discouraged.

Such proclamations may be issued upon an affirmative vote of the majority assembled.

The following guidelines and requirements shall apply to requests for consideration of proclamations:

1. The person to be recognized should be a Berryville resident. If a group is making the request, then the group's membership should include Berryville residents or serve the Berryville/Clarke County community.
2. The request must be made at least four weeks in advance of the regularly scheduled Council meeting at which it is to be reviewed.
3. The Council retains the right to amend the proposed proclamation language to meet its requirements, needs, or policy determinations.
4. The Council retains the right to decide if a proclamation will be issued.

Resolutions

It is the policy of the Council to consider requests to recognize certain events, causes, and individual or group achievements, when such resolutions positively affect the community and convey an affirmative message to Berryville residents. Proclamations that are political in nature, controversial, or likely not to enjoy a high level of community interest and support, are discouraged.

Resolutions should be reserved for instances of high honor and importance. Such resolutions may be issued upon an affirmative vote of the majority assembled.

The following guidelines and requirements shall apply to requests for consideration of resolutions:

1. The person to be recognized should be a Berryville resident. If a group is making the request, then the group's membership should include Berryville residents or serve the Berryville/Clarke County community.
2. The request must be made at least four weeks in advance of the regularly scheduled Council meeting at which it is to be reviewed.
3. The Council retains the right to amend the proposed resolution language to meet its requirements, needs, or policy determinations.
4. The Council retains the right to decide if a resolution will be issued.

Procedure:

Congratulatory Letters

1. The person or group making the request must submit a completed Application Requesting a Town Congratulatory Letter.
2. For letters to be issued by the entire Council, the Mayor will determine whether the proposed letter meets the intent of this policy. If the Mayor determines that the proposed letter does not meet the intent of this policy, then the Mayor will inform the requestor of the determination and the reason(s) for denial. The Council will be provided with a copy of the Mayor's determination. The Council may formally review the determinations of the Mayor and, by a vote of the majority of members present at a duly constituted meeting, determine that a letter will be issued by the Council.
3. For letters to be issued by individual members, the member in question will follow the review and notification procedure utilized by the Mayor in the section above.
4. Proposed letters that the Mayor or individual member determine meet the intent of the policy will be composed in proper form, signed, and forwarded to the Town Clerk. The Town Clerk will

mail or otherwise make the letter available to the requestor and send a copy of the letter to the Council.

Proclamations

1. The person or group making the request must submit a completed Application Requesting a Town Proclamation and attach the proposed proclamation.
2. The Mayor will determine whether the proposed proclamation meets the intent of this policy. If the Mayor determines that the proposed proclamation does not meet the intent of this policy, then the Mayor will inform the requestor of the determination and the reason(s) for denial. The Council will be provided with a copy of the Mayor's determination and may formally review the determination if a member so requests.
3. Proposed proclamations that the Mayor determines meet the intent of the policy will be forwarded to the Town Clerk for inclusion on the appropriate Council agenda.
4. Upon approval or denial of the proposed proclamation by the Council, the Town Clerk will inform the requestor of the Council's decision and provide the requestor with a signed copy of the proclamation (if approved).

Resolutions

1. The person or group making the request must submit a completed Application Requesting a Town Resolution and attach the proposed resolution.
2. The Mayor will determine whether the proposed resolution meets the intent of this policy. If the Mayor determines that the proposed resolution does not meet the intent of this policy, then the Mayor will inform the requestor of the determination and the reason(s) for denial. The Council will be provided with a copy of the Mayor's determination and may formally review the determination if a member so requests.
3. Proposed resolutions that the Mayor determines meet the intent of the policy will be forwarded to the Town Clerk for inclusion on the appropriate Council agenda.
4. Upon approval or denial of the proposed resolution by the Council, the Town Clerk will inform the requestor of the Council's decision and provide the requestor with a signed copy of the resolution (if approved).

Adopted by Berryville Town Council on _____.

Employee handbook updates will be provided at meeting.

**Personnel, Appointments, and Policy Committee Agenda Item Report Summary
October 22, 2019**

Item Title

Town Manager Performance Assessment

Prepared By

Keith Dalton, Town Manager

Background/History/General Information

Staff was directed to develop a plan for assessing the performance of the Town Manager.

Staff has developed a draft review instrument and a draft schedule for the review.

Findings / Current Activity

Council will review the draft Town Manager review instrument to ensure that it meets the organizations needs. Further, the Council will set a schedule for review of the Town Manager's performance.

Prior to Council's review, the Committee will examine the matter in detail.

Financial Considerations

None

Schedule/Deadlines

No deadline has been established for completion of these tasks.

Other Considerations

None identified

Attachments

- Draft Review process/schedule for Town Manager
- Draft Town Manager Performance Review Survey Form for Town Council

Recommendation

Forward proposals to the full Council for consideration.

Sample Motion

I move that the Personnel, Appointments, and Policy Committee forward the attached Review process/schedule for Town Manager and Town Manager Performance Review Survey Form for Town Council to the Council for consideration.

Review process/schedule for Town Manager

- 1) Town Council meets in closed session and develops a list of goals and objectives for the Town Manager for the remainder of FY 20.

Date of meeting: November 12, 2019

- 2) Town Council meets with Town Manager in closed session to communicate goals and objectives for remainder of FY 20.

Date of meeting: December 12, 2019

- 3) Town Council members complete review forms and provide to Town Manager.

Review forms provided to Council: May 1, 2020

Deadline for completed reviews submitted to Town Manager: May 8, 2020

- 4) Town Council meets in closed session to complete review (all completed reviews provided during closed session) and develop goals and objectives for FY21.

Date of meeting: June 9, 2020

- 5) Town Council meets in closed session to review the Manager and communicate goals and objectives for FY21.

Date of meeting: July 14, 2020

- 6) Town Council meets with Town Manager in closed session to review progress on FY 2021 goals and objectives

Date: January 12, 2021

In subsequent years steps 3 through 6 will be repeated

Town Manager Performance Review Survey Form for Town Council

Period under review: _____

Period in which review occurred: _____

Signed by _____ Name printed: _____ Title: _____

Note that the form uses descriptive terms (such as "highly satisfied") rather than numerical ratings to help prevent potentially misleading averages.

- Outstanding: Performance over a sustained period of time clearly and consistently exceeds expectations and is outstanding. Both results and how they are achieved are outstanding.
- Very good: Performance clearly meets and sometimes exceeds job requirements, and significant contributions are made well beyond job demands.
- Fine: Solid and occasionally impressive performance.
- Improvement needed: Performance is frequently unsatisfactory.
- I don't know.

All members of the Council should complete this form and submit it to

_____.

1. Overall Organizational Performance				
a. Works with the Council and management staff to develop strategies for achieving mission, goals, and financial viability.	Outst	Very Good	Fine	Impr Needed Don't Know
b. Demonstrates quality of analysis and judgment related to progress, opportunities, and need for changes.	Outst	Very Good	Fine	Impr Needed Don't Know
c. Maintains and utilizes a working knowledge of significant developments and trends in the field.	Outst	Very Good	Fine	Impr Needed Don't Know
d. Builds respect for the organization in its various constituencies. Supports the overall field/movement in which the organization works.	Outst	Very Good	Fine	Impr Needed Don't Know

e. Establishes ambitious goals for excellence and impact, and initiates, maintains, and adapts programs with excellence and impact.	Outst	Very Good	Fine	Impr Needed
f. Please provide comments on overall organizational performance:	Don't Know			

2. Community Leadership				
a. Serves as an effective spokesperson. Represents the organization well to its constituencies, including citizens, government agencies, elected officials, funders, and general public.	Outst	Very Good	Fine	Impr Needed
b. Establishes and makes use of working relationships with organizations and individuals in the field.	Outst	Very Good	Fine	Impr Needed
c. Sees that communication vehicles are developed and utilized well.	Outst	Very Good	Fine	Impr Needed
d. Please provide comments on community leadership:	Don't Know			

3. Administration and Human Resources				
a. Establishes and leads an effective management team.	Outst	Very Good	Fine	Impr Needed Don't Know
b. Recruits and trains an effective and qualified staff.	Outst	Very Good	Fine	Impr Needed Don't Know
c. Ensures compliance with relevant workplace and employment laws.	Outst	Very Good	Fine	Impr Needed Don't Know
d. Sees that employees are licensed and credentialed as required and that appropriate background checks are conducted.	Outst	Very Good	Fine	Impr Needed Don't Know
e. Leads staff in maintaining a climate of excellence, accountability, and respect.	Outst	Very Good	Fine	Impr Needed Don't Know
f. Please provide comments on administration and HR:				

4. Financial Sustainability and Mission Impact				
a. Assures adequate control and accounting of all funds, including maintaining sound financial practices.	Outst	Very Good	Fine	Impr Needed Don't Know
b. Works with staff, Budget and Finance Committee, and Council to prepare budgets, monitor progress, and initiate changes to operations and/or budgets as appropriate.	Outst	Very Good	Fine	Impr Needed Don't Know
c. Sees that official records and documents are maintained. Sees to compliance with federal, state, and local regulations.	Outst	Very Good	Fine	Impr Needed Don't Know
d. Develops realistic, ambitious plans for acquiring funds for the Town's operations.	Outst	Very Good	Fine	Impr Needed Don't Know
e. Conducts official correspondence for the organization, and jointly with designated officers executes legal documents appropriately.	Outst	Very Good	Fine	Impr Needed Don't Know

<p>f. Please provide comments on financial sustainability and mission impact:</p>	
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<p>5. Town Council</p>	
<p>a. Provides appropriate leadership and support to the Council.</p>	<p>Outst Very Good Fine Impr Needed Don't Know</p>
<p>b. Sees that Council members are kept fully informed in a timely way on the condition of the organization and important factors influencing it.</p>	<p>Outst Very Good Fine Impr Needed Don't Know</p>
<p>c. Sees that Council committees are appropriately supported.</p>	<p>Outst Very Good Fine Impr Needed Don't Know</p>
<p>d. Please provide comments on manager's support of Town Council:</p>	

6. Use this space for any additional comments you would like to make that are not within the above categories.

Empty response area for item 6.

7. Goals/Objectives for the Town Manager for Next Year:

Empty response area for item 7.

New Business

**Personnel, Appointments, and Policy Committee Agenda Item Report Summary
October 22, 2019**

Item Title

New Business – Social Media Policy

Prepared By

Keith Dalton, Town Manager

Background/History/General Information

Town Council approved a Social Media Policy on March 12, 2019. The Policy permits elected officials to maintain official social media sites.

Members of Council have expressed concern about elected officials maintaining official social media sites and the Council directed the Committee to review the matter.

Findings / Current Activity

During the discussion of this matter, Council members referenced Clarke County's Social Media Policy and noted that under Policy prohibits elected and appointed officials from using their titles on personnel sites.

Financial Considerations

None

Schedule/Deadlines

No deadline has been established for completion of these tasks.

Other Considerations

None identified

Attachments

- Berryville Social Media Policy
- Clarke County Social Media Policy

Recommendation

Review the matter and forward any proposed amendments to the Town's Social Media Policy to the full Council for consideration.

Sample Motion

I move that the Personnel, Appointments, and Policy Committee forward _____ to the Town Council for consideration.

Town of Berryville Social Media Policy

Adopted March 12, 2019

I. INTERNAL POLICY

A. Purpose

This document defines the social media and social networking policy for Town of Berryville (Town) to address the fast-changing landscape of the Internet and the way the Town and its elected and appointed officials reach a broader audience.

This policy is intended to ensure that official social media and social networking use complies with applicable law.

B. Applicability

This policy shall apply to:

- Use of personal social media sites (including social networking and Web 2.0) by Town officials and employees; hereinafter referred to as Personal Social Media Site (see Section C below)
- Use of social media sites (including social networking and Web 2.0) by elected and appointed officials on which they utilize their Town Titles and discuss Town related business; hereinafter referred to as Elected/Appointed Official's Social Media Site (see Section D below).
- Use of approved official Town social media sites (including social networking and Web 2.0) by Town employees; hereinafter referred to as Town Social Media Site (See Section E below).

C. Use of Personal Social Media Sites by Town Officials and Employees

All Town officials (elected or appointed) and employees may have Personal Social Media sites on which they do not use their titles and do not discuss Town related business. These sites should remain personal in nature and be used to share personal opinions or non-work related information.

Town officials and employees shall not use their title or Town e-mail account or password in conjunction with a Personal Social Media Site.

If a Town official or employee decides to comment or post about Town business on their Personal Social Media Site, then it is recommended that the official or employee use a disclaimer such as: "The postings on this site are my own and don't reflect or represent the opinions or positions of the Town of Berryville."

D. Use of Elected/Appointed Official's Social Media Sites

Town Elected and Appointed Officials may maintain Elected/Appointed Official's Social Media Sites on which they utilize their Town titles and discuss Town business.

All Town-related communication through Elected/Appointed Official's Social Media Sites shall be maintained and archived in accordance with the provisions of this policy and applicable law and should remain professional in nature and content.

Elected/Appointed Official's Social Media Sites should not be used to conduct private commercial transactions, or engage in private business activities.

Officials should be mindful that their usage of Elected/Appointed Official's Social Media Sites is subject to the Virginia Freedom of Information Act (FOIA). The official is responsible for maintaining his/her site in a manner consistent with law.

Officials are encouraged to use a disclaimer such as: "The postings on this site are my own and do not represent the opinions or positions of the Berryville Town Council or Town of Berryville." on their Elected/Appointed Official's Social Media Site.

E. Publishing Content on Town Social Media Sites

Only individuals authorized by the Town Manager may publish content to a Town Social Media Site.

All posts or comments made on behalf of the Town shall conform to this policy and guidelines provided by the Town Manager.

Town Social Media Sites shall not be used for political purposes, to conduct private commercial transactions, or to engage in private business activities.

Town employees should be mindful that inappropriate usage of Town Social Media Sites can be grounds for disciplinary action. If social media, Web 2.0, and other social computing technologies are used for official Town business, then the entire site, regardless of any personal views, is subject to best practices guidelines, and standards; including but not limited to the FOIA.

F. Social Media Site Approval and Content Archiving

All Town Social Media Sites shall be (1) approved by the Town Manager; (2) published using approved social networking platform and tools; (3) administered by the Town Clerk or other official designated as administrator by the Town Manager; and (4) archived in a manner that conforms to the requirements of FOIA and other applicable legal requirements.

The content of all Town Social Media Sites shall be archived in accordance with applicable law and the requirements of this policy.

All Town Officials who maintain Elected/Appointed Official's Social Media Sites shall report them to the Town Manager and the Town Clerk immediately upon activation of the site. The Elected/Appointed Official responsible for the site shall provide the Town Manager and Town Clerk with any and all information required for the archiving regimen approved by the Town Council. The content of such sites shall be archived in accordance with applicable law.

G. Oversight and Enforcement

Employees representing the Town on Town Social Media Sites must maintain a high level of ethical conduct and professional decorum. Failure to do so is grounds for revoking the privilege to post on Town sites and disciplinary action.

Information must be presented following professional standards for good grammar, spelling, brevity, clarity and accuracy, and avoid jargon, obscure terminology, or acronyms.

Town employees shall recognize that the content and messages they post on Town Social Media Sites are public and may be cited as official Town statements. Social media, Web 2.0, or other social computing technologies shall not be used to circumvent other Town policies or requirements.

Town employees representing the Town through Town Social Media Sites may not publish information that includes:

- Violations of local, state or federal Law
- Sexually explicit content
- Confidential information
- Copyright violations
- Profanity or derogatory content or comments
- Partisan political views
- Commercial endorsements or SPAM
- Other content designated as prohibited by the Town

H. Records Retention

Town Social Media Sites and Elected/Appointed Official's Social Media Sites contain communications sent to or received by the Town and such communications are therefore public records subject to Virginia Freedom of Information Act. These retention requirements apply regardless of the form of the record (for example, digital text, photos, audio, and video).

The department or official maintaining a site shall preserve records pursuant to a relevant records retention schedule for the required retention period in a format that preserves the integrity of the original record and is easily accessible. Furthermore, retention of social media records shall fulfill the following requirements:

- Social media records are captured with a frequency and in a fashion that will minimize potential loss of data due to deletion and/or changes on the social networking site.
- Social media records are archived in a manner that preserves the context of communications, including conversation threads, to ensure completeness and availability of relevant information when records are accessed.
- Social media records are indexed based on specific criteria such as date, content type, and keywords to ensure that records can be quickly located and produced in an appropriate format for distribution (e.g. PDF).
- FOIA Officers shall have access to all social media public records.

I. Cooperation with other organizations

Nothing in this policy shall be construed to prevent the Town from working with another party, such as the County of Clarke, to provide a social media presence; provided that legal requirements, including archiving, are met.

II. EXTERNAL POLICY

The following guidelines shall be displayed to users on all Town Social Media Sites or made available by hyperlink. Further, it is recommended that the following guidelines be displayed to users on all Elected/Appointed Official's Social Media Sites or made available by hyperlink.

Moderation of Third Party Content

This site serves as a *limited public forum* and all content published is subject to monitoring. User-generated posts will be rejected or removed from view when the content:

- is off-subject or out of context
- contains obscenity or material that appeals to the prurient interest
- contains personal identifying information or sensitive personal information
- contains offensive terms that target protected classes
- is threatening, harassing or discriminatory
- incites or promotes violence or illegal activities
- contains information that reasonably could compromise individual or public safety
- advertises or promotes a commercial product or service, or any entity or individual
- promotes or endorses political campaigns or candidates

Public Records Law

Town Social Media Sites and Elected/Appointed Official's Social Media Sites are subject to the Virginia Freedom of Information Act. Any content maintained in a social media format related to Town business, including communication posted by the Town and communication received from citizens, is a public record.

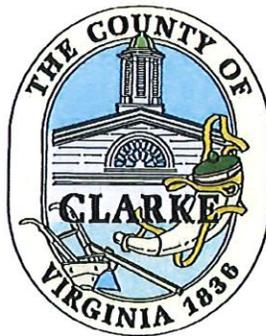
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Clarke County, Virginia Public Information Office

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Overview

Social media are fundamentally different than mainstream media and have their own unique issues. For example, social media platforms are always on, creating a new set of demands for employees who manage accounts for Clarke County, Va. However, social media also provide a greater degree of openness and transparency, making it possible for county employees and elected officials to receive input — both positive and negative — from the people affected by government decisions.

By using social media, residents can contribute to the policy development process. Clarke County government turned a traditionally one-way communication activity into a two-way or even multi-way interaction, thus creating opportunities for the government to engage with the community it serves.

Social media cannot replace other forms of communication, and there are risks associated with using it. Nevertheless, Clarke County employees and officials can minimize problems by adhering to this Clarke County Social Media Policy to manage accounts for maximum benefit and legal compliance.

1. Introduction

The purpose of this policy is to set the framework, requirements and processes that form the basis of how Clarke County uses social media to interact and engage with its residents, visitors and the global community.

This policy includes guidelines for maintaining official county social media accounts and content that reflects Clarke County values as well as its expectations regarding how county employees comport themselves on social media platforms.

The Board of Supervisors, County Administrator and Director of Public Information will be responsible for ensuring adherence to this policy and reviewing it on a regular basis.

1.1. Background

Social media are acceptable methods of communication in the 21st century. Social media afford local governments the opportunity to engage with users in a personal and more direct approach, narrowing the gap between local government and the community. Social media

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includes but is not limited to Facebook, Twitter, Instagram, YouTube and Flickr.

By adopting social media as forms of communication, Clarke County can better inform, understand, respond to and attract the attention of specific audiences. It enables interactive communication not possible via other platforms such as newspapers, television or radio. Social media create the opportunity for joint responsibility and participation between Clarke County and its residents. Responsiveness, openness and mutual respect are essential at all times.

1.2. Purpose

The purpose of Clarke County, Va., social media is to:

- connect Clarke County government with the constituents it serves in a cost-effective way that strengthens and promotes good relationships,
 - improve information delivery,
 - provide real-time interaction, and
 - promote Clarke County's identity, culture and values (also known as brand).
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1.3. Goals

The primary goals of using social media are:

- Increase awareness of county services,
 - increase awareness of county policies,
 - promotes government meetings and county events,
 - consult and engage with specific target groups,
 - complement the existing communication methods and processes,
 - provide additional platforms through which Clarke County government keeps abreast of taxpayer and general public comments and perceptions regarding the county,
 - quickly disseminate urgent information,
 - correct misinformation, remedy mistakes or alter services to build strong relationships,
 - provide more methods by which stakeholders can engage with the county, and educate.
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2. Social Media Accounts Management

The nature of social media requires frequent posting and responsiveness, so it is not feasible for every post or response to go through a comprehensive approval process. However, all information should be verified, accurate and — if necessary — checked by the appropriate director prior to posting. Employees who are responsible for maintaining social media accounts should exercise good judgment in accordance with this Clarke County Social Media Policy. When in doubt, contact the Clarke County Director of Public Information.

- 2.1. All official Clarke County social media accounts and websites — and all their content — belong to Clarke County regardless of who originally created the accounts and/or content.
 - 2.2. The Director of Public Information manages content on official "Clarke County, Virginia" accounts with oversight provided by the County Administrator.
 - 2.3. The Director of Public Information monitors all official Clarke County accounts and reports data to the County Administrator. Rarely used accounts or those that do not advance the county's goals will be deactivated.
 - 2.4. All official Clarke County social media accounts must have at least three administrators: the primary site administrator, the Director of Public Information and the County Administrative Assistant. The primary administrator may add other employees as administrators.
 - 2.5. Social media administrators must be immediately removed from accounts when they leave the employment of Clarke County.
 - 2.6. All government departments may submit content for official "Clarke County, Virginia" social media platforms to the Director of Public Information for approval and posting. Some content may require additional approval by the County Administrator or Board of Supervisors.
 - 2.7. The Director of Public Information will respond to positive or negative developments from engagement via social media accounts on the respective social media platforms when such responses are required.
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2.8. Social media account administrators will have the necessary technology to manage accounts, and they are encouraged to utilize the skills of the Director of Public Information in order to reflect the Clarke County brand in their work. *(Note: A "Clarke County Editorial and Graphics Style Manual" will be developed in 2018.)*

2.9. Posting is forever. Text, images and videos on official Clarke County sites cannot be deleted. This includes comments posted by others. *(See section 5, "Social Media Content Guidelines.")*

2.10. Social media sites must comply with applicable federal, state and local laws, regulations and policies. That means:

- Content management must adhere to established laws and policies regarding copyright, records retention, Freedom of Information Act (FOIA), First Amendment, privacy laws and information security policies established by Clarke County.
- All content on official Clarke County social media sites is archived for the county government by an outside vendor.
- Posts deemed technically harmful or inappropriate shall be promptly documented and saved according to record retention guidelines and may be removed only after consultation with the County Administrator and/or Director of Public Information.

2.11. The county's website — www.clarkecounty.gov — remains the primary online source of all official county information. Social media accounts exist to complement the website and enhance communication.

3. Social Media Code of Conduct

Nothing about social media changes the responsibilities and obligations of Clarke County government employees with regard to their private accounts or access to social media outside of work hours; the county employees' Code of Conduct applies. No employee or elected/appointed official is permitted to share:

- content that is unlawful, defamatory, racist, sexist, homophobic or insulting,
 - content that is harassing, threatening, obscene, pornographic, indecent, lewd, foul language, suggestive or otherwise objectionable,
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- anything that is untrue,
 - content, including photos and videos, that features explicit political messages,
 - content that criticizes individual community members, co-workers or elected officials by name,
 - content that infringes on the privacy of others, and/or
 - unsolicited sales messages (spam).
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3.1. All Clarke County, Va., Government Employees:

- Employees may not do anything on social media that damages or tarnishes the reputation of Clarke County; employees must always act in its best interests of the county. For example, county employees may not negatively comment on social media about issues associated with Clarke County government.
 - Everything Clarke County employees do and say on social media reflects the county's reputation. Use sound judgment and common sense, act with professionalism and integrity and adhere to Clarke County's values.
 - Employees who violate any terms in this policy will be subject to disciplinary action.
 - Do not use the official Clarke County seal on any personal social media site.
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3.2. Clarke County, Va., Elected and Appointed Officials:

- Elected and appointed representatives may not use their county government titles for any personal social media accounts. For instance, personal accounts for "Supervisor John Doe" or "Commissioner Mary Smith" are prohibited.
 - Campaigning is restricted to personal social media accounts. Official Clarke County social media sites will never share or endorse any political content.
 - Clarke County elected officials should refrain from divulging administrative information via social media platforms regarding government-related issues that are not finalized. Official county business must first be clarified and verified by the County Administrator before being made public.
 - Everything Clarke County elected officials do and say on social media reflects the county's reputation. Use sound judgment and
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common sense, act with professionalism and integrity and adhere to the county's values.

- Do not use the official Clarke County seal on any personal social media site.
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4. Public Comments on Clarke County Social Media Sites

Clarke County invites all stakeholders — residents, visitors, businesses, potential residents and prospective businesses — to share opinions and feedback.

- 4.1. Some level of criticism is expected, and it presents an opportunity to participate in the conversation, correct misinformation and deliver good customer service. Respond to negative comments with constructive feedback rather than censorship. When in doubt, contact the Clarke County Director of Public Information.
 - 4.2. It is sometimes appropriate, within the professional judgement of the Board of Supervisors, County Administrator and Director of Public Information to allow public commentary to take its course without county intervention.
 - 4.3. Some negative comments may need a private response via telephone or email to avoid prolonged negative conversations in a public forum.
 - 4.4. Response to service issues or general questions require prompt replies in order to mitigate any frustrations and provide good customer service.
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5. Social Media Content Guidelines

Clarke County social media content must not discriminate in any way and should not reflect a bias. County employees must remain impartial yet informative when communicating with the public. It is essential that information shared on various social media platforms is not sensitive or confidential in any way. County employees should refer to internal departmental policies and guidelines regarding what may or may not be confidential information.

In addition to the "Clarke County Editorial and Graphics Style Manual" (to be developed in 2018), use these general editorial and graphics guidelines for all official Clarke County social media posts.

- All content on official Clarke County social media sites should advance the goals of Clarke County.
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- Do not post or share content that is unrelated to Clarke County.
 - Do not post or share content that appears to endorse a religion or political affiliation.
 - Think before sharing content from one official Clarke County page to another because comments and replies become part of the official social media archive, too. Is the employee sharing content informed enough to reply to comments and questions? Is the content appropriate for another page? Is there value in sharing the content?
 - Use a light, friendly tone when appropriate.
 - Avoid using jargon or acronyms not generally understood by the public.
 - Use proper names and job titles for county employees and elected officials; do not use nicknames or abbreviations.
 - Use proper names of county roads, e.g. U.S. 50 (John Mosby Highway), Va. 7 (Harry Byrd Highway), U.S. 340 (Lord Fairfax Highway in county; Buckmarsh Street through Berryville), etc. Not all roads are "routes."
 - Do not use emoticons or more than one exclamation point.
 - Try to limit posts to one or two sentences. Photos are worth a thousand words.
 - Ideally, photos should be taken by county employees and must not appear to promote any professional photography business.
 - Avoid using clipart and stock photos.
 - Never use copyrighted material without written permission.
 - Do not post any photographs, videos or specific information pertaining to accidents, incidents, investigations or anything related to law enforcement, fire and rescue or emergency medical services without permission from the County Administrator, the Clarke County Sheriff, the Director of Clarke County Fire, EMS and Emergency Management and/or the Director of Public Information.
 - Use great care not to post photos that reveal personal details about individuals such as license plates numbers, house numbers, etc.
 - Use great care not to post unflattering photos of individuals.
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- Ask parents for permission before taking photos of their small children, and do not take or post images of children that could be perceived as inappropriate.
 - Consistently use hashtags such as #clarkecountyva and #clarkecounty.
 - Direct readers to the official Clarke County government website as much as possible.
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6. Use of Recording Devices in Government Meetings

Media representatives or members of the public who are present in government meetings may wish to record the proceedings. Because these meetings are held to conduct county business, the public has a right to be present. Virginia law allows for any person to photograph, film, record or otherwise reproduce any portion of a public meeting. The government body conducting the meeting may adopt rules regarding the placement and use of equipment necessary for broadcasting, photographing, filming or recording a meeting to prevent interference with the proceedings, but may not prohibit or otherwise prevent any person from recording a meeting.

- 6.1. Individuals participating in meetings — elected and appointed officials, county employees, etc. — must be aware that mobile devices with internet access and cameras are capable of publicly sharing information in real time.

End of document.

Other

Closed Session

Adjourn