

RE: E-MAIL NOTIFICATION SYSTEM

POLICY: #304

ORIGINAL DATE: 8/8/2022

Approved by: Village Manager

REVISION DATES: 2/6/2024

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## **1. Purpose**

- 1.1 To enhance services and provide information for the benefit and convenience of residents and employees while ensuring that the content and format of information transmitted is accurate and of the highest quality and to promote the use of the Village's web site and e-mail system

## **2. Guidelines**

2.1 The e-mail notification system shall only be used for the following items:

- A. To publicize and inform the public of events coordinated or sponsored by the Village of Briarcliff Manor and provide general updates on the affairs of the Village, or share other information from other governmental and educational resources that are of interest to the general public
- B. To distribute official village notices such as Board of Trustees meetings agendas, Recreation Department events, and a single annual program announcement for each of the recognized Independent Sports Organizations (ISO's), who provide alternative athletic programs which supplement the Village Recreation Department programming, in accordance with the most current Advisory Committee on Parks and Recreation and Village Board adopted Youth Sports Policy.
- C. To notify residents of emergency conditions.
  - a. Emergency notices shall have the approval of the Village Manager or Police Chief.

2.2 Authorized use of the e-mail notification is limited to Department Heads and/or their designee.

2.3 The e-mail notification system is primarily designed to transmit non-emergency information to residents of the Village although there may be infrequent emergency notices pursuant to 2.1(C)(a).

- 2.4 Messages that are threatening, obscene, insulting, abusive or derogatory are not authorized and shall not be transmitted.
- 2.5 Messages with remarks that may constitute harassment shall not be transmitted.
- 2.6 Messages that are personal and solicitations that are associated with any outside business activity shall not be transmitted, except in cases where businesses are partnering directly with the Village of Briarcliff Manor for events and/or programs.
- 2.7 Illegal or unethical activities are not permitted.
- 2.8 Transmittals shall be courteous, accurate, coherent and follow accepted standards of etiquette.
- 2.9 Transmittals shall not include large files, inappropriately sent to a large number of recipients, or consume network resources that are intended for Village business.
- 2.10 Messages from elected officials are not permitted. The Mayor in concurrence with the Village Manager may, as appropriate, utilize the e-mail notification system insofar as any information transmitted does not constitute a political message, campaign materials and does not serve as a means of basic communication between elected officials and residents.
- 2.11 The policy of the Village as it relates to its communications is to not endorse or actively promote any organization for which the Village does not have a contractual relationship, membership, or is a partnering government agency.

Examples of such include but are not limited to:

- 2.11.1 We contract with North East Special Recreation to provide community-based therapeutic recreation programs to Briarcliff residents.
- 2.11.2 We are members of the Briarcliff Manor Chamber of Commerce, and from time to time, may promote their programming, or events for which we co-sponsor. The same would go for Sustainable Westchester, in which the Village has an active membership.
- 2.11.3 Partnering Government Agency (School District, County, Town, etc.) info of relevancy to the entire community – e.g. voting on the school budget, transportation survey conducted by the County.

### **3. Violations**

3.1 Violation of the e-mail notification system policy may be grounds for employee discipline, up to and including termination of employment.

### **4. Policy Updates**

4.1 This policy may be updated at anytime by the Village Manager