

## CITY OF WEST CHICAGO SOCIAL MEDIA POLICY

### **I. Purpose.**

This City of West Chicago (the "City") Policy establishes guidelines for the creation and use of the City's social media sites for Work- Related Purposes as a means of conveying City information to its citizens.

Employees and officials may use social media as a function of their employment with the City, when authorized and within their respective delegated areas of employment responsibilities and duties.

The intended purpose behind establishing City social media sites is to disseminate information from and about the City to its citizens.

The City has an overriding interest and expectation in deciding what is "spoken" on behalf of the City on its social media sites.

For purposes of this Policy, "Social Media" is understood to be content created by individuals, using accessible, expandable and upgradable publishing technologies, through and on the Internet. Examples of Social Media include Facebook, Twitter, Google+, blogs, YouTube, LinkedIn, and Flickr. "Content" includes comment, information, articles, pictures, videos or any other form of communicative content posted on City Social Media sites.

Nothing contained in this policy shall be construed as denying employees their civil or political liberties as guaranteed by the United States and Illinois Constitutions.

### **II. General Policy.**

- A. The establishment and use by any City department, division or employee of City Social Media sites are subject to approval by the City Administrator or his designees. City Social Media sites shall be administered and monitored by employees designated by the City Administrator.
- B. City Social Media sites should make clear that they are maintained by the City and that they follow the City's Social Media Policy.
- C. Wherever possible, City Social Media sites should link back to the official City website or department web pages for forms, documents, online services, and other information necessary to conduct business with the City.
- D. Staff in the City Administrator's Office will occasionally monitor Content on City Social Media sites to ensure adherence to the City's Social Media Policy and the interests and goals of the City.
- E. The City reserves the right to restrict or remove any Content that is deemed in violation of this Social Media Policy or any applicable laws, rules regulations or policies. Any Content removed based on this Social Media Policy should be retained by the authorized employee who removed it for a reasonable period of time (minimum 30 days), as well as information about the time, date, and identity of the poster, when available.
- F. This Social Media Policy must be displayed to users or made available by hyper link at [www.westchicago.org/socialmedia](http://www.westchicago.org/socialmedia).

- G. The City will approach the use of social media tools as consistently as possible, enterprise wide.
- H. The City's website at [www.westchicago.org](http://www.westchicago.org) will remain the City's primary and predominant Internet presence.
- I. All City Social Media sites shall adhere to applicable federal, state, and local laws, rules, regulations and policies.
- J. City Social Media sites are subject to Illinois public records and record retention laws, rules, regulations and policies. Any Content maintained in a Social Media format that is related to City business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure. The employee using social media will maintain records in accordance with Illinois public records and record retention laws, rules, regulations and policies.
- K. Comments or other Content on topics or issues not related to City business or within the jurisdictional purview of the City may be removed.
- L. Employees representing the City via City Social Media sites shall conduct themselves at all times as representatives of the City in accordance with all City rules, regulations and policies.
- M. This Social Media Policy may be updated from time to time and amended at the discretion of the City Administrator.

### **III. Content Policy.**

- A. As a public entity, the City should abide by certain standards to serve all its constituents in a civil and unbiased manner.
- B. Content perceived as containing any of the following, but not limited to, inappropriate forms of content shall not be permitted on City Social Media sites and is subject to removal and/or restriction by, the City Administrator, or his designees:
  - 1) Content not related to the original topic or to the business of the City, including random or unintelligible comments;
  - 2) Profane, obscene, violent or pornographic Content and/or language;
  - 3) Content that promotes, fosters, or perpetuates discrimination on the basis of race, color, national origin, sex, gender, physical and mental disability, sexual orientation, religion, age, family status, military status, or source of income.
  - 4) Defamatory or personal attacks;
  - 5) Threats to any person or organization;
  - 6) Content in support of, or opposition to, any political campaigns or ballot measures;
  - 7) Solicitation of commerce, including but not limited to the advertising of any business or product for sale;
  - 8) Conduct in violation of any federal, state, or local law, rule or regulation;
  - 9) Encouragement of illegal activity;
  - 10) Information that may tend to compromise the safety or security of the public or public systems;
  - 11) Content that violates a legal ownership interest, such as, but not limited to a copyright, of any party; or
  - 12) Any other Content deemed inappropriate by the City.

- C. Content posted by a member of the public on any City Social Media site shall be the opinion of the commentator or poster only, and publication of Content neither implies endorsement of, or agreement by, the City, nor does such Content necessarily reflect the opinions or policies of the City.
- D. The City reserves the right to deny access to City Social Media sites to any person who violates the City's Social Media Policy, at any time and without prior notice.
- E. Designated employees shall monitor City Social Media sites for Content requesting responses from the City. Designated employees may direct such requests to the appropriate City department for response.
- F. At least once a week, the designated employee shall monitor Content posted on City Social Media sites for Content in violation of this Social Media Policy.
- G. When a City employee responds to a comment, in his/her capacity as a City employee, the employee should do so in the name of the City department, and the employee shall not share personal information about himself or herself, or other City employees except as required for City business.
- H. Content posted to any City Social Media site must comply with that site's terms and conditions, and the City reserves the right to report any violation of those terms to the designated employee so they may take appropriate and reasonable responsive action.
- I. Social media and Internet use should not be considered anonymous. Employees should be aware that privacy settings for social media sites are constantly in flux, and they should not assume that personal information posted on such sites is protected. Published Content may be explored, transmitted, stored, and archived by external entities. Even the strongest privacy settings cannot prevent an approved friend or authorized recipient from independently choosing to forward or repost the information. There is no such thing as a "private" social media site.
- J. Employees must use their judgment. If it is not something they would feel comfortable seeing in the media, or being seen by co-workers, other City employees, supervisors, or management, it should not be posted. Posts to electronic media must reflect the City's high standard of ethical behavior.