

VILLAGE OF MAPLE PARK, ILLINOIS

RESOLUTION 2022-27 Approved: September 6, 2022

A RESOLUTION ADOPTING AN ONLINE SOCIAL MEDIA POLICY FOR THE VILLAGE OF MAPLE PARK, ILLINOIS

WHEREAS, the Village of Maple Park deems it appropriate to adopt an administrative policy for Village social media services; and

WHEREAS, said administrative policy is attached hereto and incorporated herein as Exhibit "A."

NOW THEREFORE BE IT RESOLVED BY VILLAGE OF MAPLE PARK, OF KANE COUNTY AND DEKALB COUNTY, ILLINOIS, as follows:

That Administrative Policy 10, an Online Social Media Policy for Village employees handling social media services, is hereby adopted by the Village of Maple Park.

PASSED by the Board of Trustees of the Village of Maple Park, Kane and DeKalb Counties, Illinois at a regular Board meeting held September 6, 2022.

AYES: Speare, Ward, Groezinger, Peloso, Joy, Simon

NAYS: None

ABSENT: None

APPROVED by the Village President on September 6, 2022.



Elizabeth Peerboom
Elizabeth Peerboom, Village Clerk

Suzanne Fahnestock
Suzanne Fahnestock, Village President



Village of Maple Park

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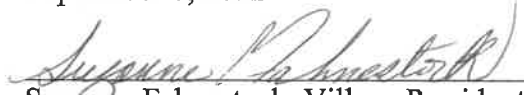
Village Hall: 815-827-3309

Website: <http://www.villageofmaplepark.org>

Administrative Policy 10

Subject: Online Social Media Policy

Approval: September 6, 2022

Signed: 
Suzanne Fahnestock, Village President

Applies to: All Employees, Board and Commission Members

STATEMENT OF PURPOSE

The Village of Maple Park recognizes that social media services such as Facebook, Twitter, and Instagram have become increasingly common forms of communication among residents, media outlets, government agencies, businesses, and others. Using this technology, the Village has additional avenues by which to share news releases, inform the public about initiatives, and highlight events and positive media coverage. Additionally, social media provides the ability to share other information that supports the goals and mission of the Village. Social media also provides a two-way means by which to interact with residents, visitors, media, local business owners, and people who work in the Village.

GENERAL POLICY

The establishment and use by any Village department, division, or employee of Village social media accounts are subject to the approval of the Village President or his/her designees. Village social media accounts shall be monitored and administered by employees designated by the Village President.

Social media accounts shall make clear that they are maintained by the Village and that they follow this Social Media Policy.

All social media accounts shall adhere to applicable federal, state, and local laws, rules, regulations, and policies.

Employees representing the Village via the social media accounts shall conduct themselves at all times as representatives of the Village in accordance with all Village rules, regulations, and policies, including this Social Media Policy.

GUIDELINES AND EXPECTATIONS

“Social Media Account” shall mean any of the Village of Maple Park’s accounts or online services that allow for interaction with Village residents and other stakeholders, including but not limited to, Twitter, Facebook, and Instagram.

A. Limited Public Forum

The Village's social media accounts are limited public forums. The Village does not make its social media accounts available for general public discourse, but rather reserves and limits the topics that may be discussed on the social media accounts.

B. Content Restrictions

Because communication via social media constitutes a limited public forum, the Village reserves the right to reject or remove any content that is deemed in violation of this policy or any applicable law. Village social media account content and comments containing any of the following forms of content shall not be allowed for posting and shall be subject to removal:

1. Comments unrelated to the purpose and topical scope of the page;
2. Defamatory, threatening, or profane language;
3. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation;
4. Sexual content or links to sexual content;
5. Solicitations of commerce;
6. Personally identifiable information, such as an address, phone number, social security number, or other sensitive information;
7. Information which may interfere with or compromise current investigations, police tactics, and the safety or security of public safety staff and/or the public
8. Promotion or advertisement in favor of or in opposition to a political campaign, ballot measure, or candidate;
9. Conduct or encouragement of illegal activity;
10. Distribution of copyrighted photographs, music, video, graphics, or other content without the express permission of the copyright holder.

C. Content Removal

Content that is deemed not suitable for posting by the administrators of the Village's social media accounts based on the criteria defined above shall be retained by staff pursuant to the records retention schedule in the form of a screen capture, along with a description of the reason the specific content was rejected. The comment will then be removed, as technology allows, from the Village's social media account.

D. Notice

Users and visitors to the Village's social media accounts shall be notified that the intended purpose of the account is to serve as a mechanism for communication of Village news, services, and events, and that it is a limited public forum. By posting or commenting, users agree to the terms of use outlined in this policy, which will be posted to the Village's website and linked to, as technology allows, from each of the Village's social media accounts.

E. Time of Use

The Village of Maple Park's social media accounts are not monitored twenty-four (24) hours a day, and as such, posts and responses should not be immediately expected. Accounts are traditionally monitored during normal business hours, designated as weekdays from 8:30 a.m. to 4:30 p.m., excluding holidays.

F. Emergency Notice

As the Village's social media accounts are not monitored twenty-four (24) hours a day, users are advised NOT to use the Village's social media accounts to report a crime or emergency situation. Crime reports and requests for police or other emergency assistance must be made by dialing 9-1-1.