

RESOLUTION 16-29

**A RESOLUTION ADOPTING A SOCIAL MEDIA POLICY
APPLICABLE TO ALL VILLAGE STAFF, EMPLOYEES, ELECTED
OFFICERS AND APPOINTED OFFICERS WHO USE VILLAGE SOCIAL MEDIA**

WHEREAS, the Village maintains social media, such as its Facebook account in an effort to maintain and improve communications with citizens about events, activities, public works projects, road closings and other matters of general interest in the community, and

WHEREAS, the use of social media is known to have created other problems in other communities in the past, due to overt use of such sites for political purposes, or for improperly commenting on personal issues of people within the community, and

WHEREAS, the Village Board wishes to adopt a fair, consistent and politically neutral policy which allows the use and expansion of use of social media while at the same time ensuring that the same is used for only proper purposes consistent with community morals and standards, and

WHEREAS, attached hereto as Exhibit A is a draft social media policy that was prepared by Staff, reviewed by the Village Attorney and considered by the Board in Committee, which is found and declared to constitute a fair and appropriate policy to be adopted and made binding on all Village officials, including all staff as well as elected and appointed officers who post or otherwise communicate using the Village's social media, and

WHEREAS, this policy does not in any way state any intention by the Board or the Village government as a whole to regulate any speech, postings or writings on any other social media or other distributed form of communication beyond those specifically owned and maintained by the Village,

NOW THEREFORE, BE IT RESOLVED by the Village of Antioch, Lake County, Illinois, as follows:

SECTION ONE: The Social Media Policy attached as Exhibit A is hereby adopted and made applicable to all staff, employees, appointed officers and elected officers using any social media platform owned and maintained by the Village.

SECTION TWO: This resolution shall take effect immediately upon passage.

PASSED BY THE BOARD OF TRUSTEES OF THE VILLAGE OF ANTIOCH, ILLINOIS, ON THIS 16TH DAY OF MAY, 2016.

ATTEST:



LORI K. FOLBRICK, VILLAGE CLERK




LAWRENCE M. HANSON, MAYOR

SOCIAL MEDIA USE POLICY

SECTION:

- 1-1 Purpose
- 1-2 Definitions
- 1-3 General Policy
- 1-4 Comment Policy

1-1: PURPOSE

The Village has an overriding interest and expectation in determining what is “spoken” on behalf of the Village on its official Village social media sites. In that regard, the Village has established a “Social Media Use Policy”, the purpose of which is to establish policies and regulations relative to the establishment and use by the Village of Antioch of various social media sites, including but not limited to “Facebook” and “Twitter”, as a means of conveying information from the Village and/or about the Village to Village residents and other interested members of the general public utilizing expanding methods of communication.

For purposes of this policy, the term “Social media” shall be understood to be content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of current social media tools include Facebook, webblogs, Viddler, RSS, YouTube, Twitter, Instagram, Vine, and Flickr.

1-2: Definitions

For purpose of this policy, the term “Post” includes information, articles, pictures, videos or any other form of communicative content posted on a Village social media site as the beginning of a string.

For purpose of this policy, the term “Comment” includes information, articles, pictures, videos or any other form of communicative content posted on a Village social media site after the initial post.

1-3: GENERAL POLICY

- A. The Village website, www.antioch.il.gov shall remain the Village’s primary and predominant internet presence.
- B. The Village’s use of social media tools falls generally into the following two categories:
 - 1. As a channel for disseminating time-sensitive information as quickly as possible (example: emergency information);
 - 2. As marketing/promotional channels which increase the Village’s ability to broadcast its messages to the widest possible audience.

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- C. The Village Administrator, or his designee, is responsible for the establishment and maintenance of any official social media site on behalf of the Village, the approval of which is and shall be subject to the approval of the Village Administrator.
- D. All social media sites established on behalf of the Village shall be administered and ~~the content of each such site~~ approved in writing in advance by the Village Administrator and/or his designee.
- E. Each and all social media sites established on behalf of the Village shall include a clear statement that such site is maintained by the Village and that the user thereof agrees to accept and comply with the Village's Social Media Policy as established herein.

1-4: COMMENT POLICY

- A. As a public entity the Village must comply with certain standards to serve all of its constituents in a civil and unbiased manner.
- B. The Village's Social Media sites shall be considered limited public forums and, as such, the Village reserves the right to restrict or remove any content thereon that is deemed in violation of the Social Media Policy herein established, the policies of any particular site used by the Village, or any applicable law.
- C. Comments containing any of the following shall be and are considered inappropriate forms of content and shall not be permitted to be posted on Village social media sites and are subject to immediate removal and/or restriction by village staff. Any comment that might possibly fit under any category listed below should be cleared by administration prior to posting:
 - 1. Comments not related to the original topic posted on said site, including random or unintelligible comments;
 - 2. Profane, obscene, violent, or pornographic comments, content and/or 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, sexual orientation, or any other protected status;
 - 4. Defamatory or personal attacks;
 - 5. Threats to any person or organization;
 - 6. Posts in support of, or in opposition to, any political campaigns or ballot measures;
 - 7. Conduct in violation of any federal, state or local law;
 - 8. Encouragement of illegal activity;
 - 9. Information that may tend to compromise the safety or security of the public or public systems; or
 - 10. Content that violates a legal ownership interest, such as a copyright, of any party;

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11. Content or posts that contain external links to other sites for the purpose of spam, viruses, link-baits, click-throughs, or other deceptive practices.
- D. The Village reserves the right to report any violation of applicable laws to the appropriate law enforcement agencies and other authorities that have applicable jurisdiction.
 - E. A comment posted by a member of the public on any Village social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the Village, nor do such comments necessarily reflect the opinions or policies of the Village, its officers, trustees, employees, agents, or appointees.
 - F. The Village reserves the right to deny access to Village social media sites for any person or entity that violates the Village's Social Media Policy, at any time and without prior notice.
 - G. Employees/Elected Officials representing the Village via Village social media outlets are and shall be required to conduct themselves at all times as professional representatives of the Village. This section is not intended to prohibit employees/elected officials from owning personal social media pages
 1. Employees/Elected Officials are not permitted to use Village-branded social media outlets to influence or affect the results of any election or nomination.
 2. When an employee/elected official responds to a comment, in his/her capacity as a village employee/elected officials, the employee/elected officials name and title should be made available as part of the comment or post, when possible.
 3. The employee/elected officials shall not share personal information about himself or herself, or other Village employees, elected officials, appointed board or commission members, or candidates for such positions.
 4. Employees/Elected Officials are and shall be prohibited from posting any privileged or confidential information.
 5. Employees/Elected Officials are and shall be prohibited from posting any information related to any commercial product, business, venture, partnership or other entity in which such employees/elected officials hold an interest, for the purpose of selling or promoting such interest.
 - H. All comments posted to any Village social media site(s) are bound by those particular site's rules, regulations, rights, and responsibilities, and the Village reserves the right to report any violation of those rules, regulations, rights and responsibilities to the social media site with the intent of that site to take appropriate and reasonable responsive action."