

## **City of Wood Dale Social Media Policy**

The City of Wood Dale recognizes that Social Media Platforms have become a predominant means for individuals to create and share information, ideas, interests, and other forms of expression through virtual communities and networks. Given the many benefits of social media use, the City maintains certain Social Media Accounts with the purpose of discussing matters of public interest in and to the City as identified and raised by the City for discussion. The City's objective is to improve communication and public engagement goals and provide transparency, access to, and information about City services, issues, and programs.

Many of the City's constituents, businesses, visitors, and media rely upon the City's Social Media Accounts to access information regarding matters that affect the City. The City's various Social Media Accounts provide access to published City meetings videos, press releases, news articles, notices of City-sponsored events, ordinances and other City business topics. The City's Social Media Accounts are available to members of the public and inherently include the ability for individuals to engage the accounts privately and publicly. Accordingly, the City adopts this Social Media Policy to establish enforceable rules for the use of the City's Social Media Accounts and to facilitate its orderly management and operation for the benefit of its visitors and users.

### **City Accounts**

The City maintains one account on each social media platform selected for use by authorized personnel as approved by the City. The City maintains a single presence on each social media platform approved for use. Any Social Media Account created and/or maintained by an individual department within the City requires prior approval by the City and must comply with this Policy and applicable law.

While social media technologies provide an effective forum for conveying information and building relationships, it is not the City's primary means of communication with residents, businesses and others. The City utilizes public meetings, the Community Newsletter, [www.wooddale.com](http://www.wooddale.com), and *WoodDale Mail*, the electronic newsletter, as its primary and predominant sources for sharing information with various audiences.

### **Limited Public Forum**

The City encourages visitors and users of its Social Media Accounts to submit comments that are on topic. Comments should be addressed to the specific topic(s) discussed. The City's online Social Media Accounts are not public forums but rather accounts used by the City for the express purpose of distributing information to the community in a timely fashion and discussing specific topics identified and raised by the City. The City's Social Media Accounts are limited public forums as defined by federal law. The City reserves the right to limit matters visible on its account in accordance with this Policy or any applicable law and may restrict or remove any violating content.

## Conduct Restrictions

The City's Social Media Accounts are designated as limited public forums and enable the City to enforce its Policy and applicable laws by restricting or removing any content that violates said rules. Nothing in this Policy may be applied to prohibit or infringe upon any communication, speech, or expression that is protected or privileged under law. This includes speech and expression protected under state or federal constitutions, labor laws, or other applicable laws. The basis of any restriction or removal of content must not be upon the visitor or user's expressed viewpoint but rather upon violations of the relevancy requirements, decorum rules, and other viewpoint-neutral restrictions on speech under this Policy and applicable law.

Visitor-generator content and comments on the City's Social Media Accounts must not be profane, obscene, or inappropriate. Such content and comments are subject to deletion by the Administrator of the Account. Content relevant to City-related matters that are negative in nature may be addressed by responsible City Staff, either by email, phone, or in person. The City prohibits any third-party advertisements on its Social Media Accounts.

The City reserves the right to bar individuals who violate the terms of this Policy and applicable laws. A person under consideration for being barred from the City's Social Media Site will first be issued a warning by the Administrator. Subsequent violations will result in the individual being barred from posting content to the City's Social Media Accounts.

The City's Social Media Accounts are not monitored at all times. All emergencies or time-sensitive issues must be directed to 911.

## Allowable Uses:

The City retains its Social Media Accounts to:

- Receive and send communications to constituents for general assistance;
- Promote leadership among local government entities;
- Disseminate factually accurate and verified news, information, services, and events relevant to City activities and matters;
- Provide and facilitate City outreach;
- Build real and virtual communities;
- View and post content for research, communication, and information exchange directly related to activities of the City;
- View and post content to build information exchange among residents and build communities around City service offerings; and
- Facilitate other governmental communications that do not require a heightened level of security.

## Disallowed Uses:

The City retains its right to restrict or remove:

- Irrelevant content that frustrates the City's ability to engage with its followers, such as off-topic questions, comments, and discussions;

- Unprotected speech under the First Amendment to the United States Constitution, including speech containing obscenity, defamation, fraud, incitement, fighting words, true threats, speech integral to criminal conduct, and child pornography;
- Content containing slanderous, libelous, defamatory, malicious, offensive, threatening, violent, profane, obscene, uncivil or insulting language;
- Content promoting, fostering, or perpetuating any form of discrimination based on 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 class;
- Spamming or the publication of repetitive content;
- Any content or URL address providing access to content that is sexual in nature;
- Any and all third-party advertising and solicitations of commercial sales, including, but not limited to, the advertising of any business or product for sale;
- Any individual's unique identifiers, including a person's home address, personal license plate numbers, social security number, driver's license number, employee identification number, biometric identifiers, personal financial information, passwords or other access codes, medical records, home or personal telephone numbers, personal e-mail addresses and other sensitive information;
- Any promotion or advertisement in favor of, or opposition to, political campaigns, ballot measures, or political candidates;
- Promotion of any business, product, services, or activities unrelated to government business;
- Any content advocating for or inciting illegal action under federal, state, or local law;
- Any content that may interfere with or compromise ongoing investigations by law enforcement, police tactics, or the safety or security of the public or public systems; and
- Content that violates a legal ownership interest or the intellectual property rights of others without the express permission of the copyright holder, including unauthorized distribution of copyrighted photographs, music, video, graphics, or other content; and
- Any other Content deemed inappropriate by the City.

## FOIA

The City's Social Media Accounts are subject to the State of Illinois' Freedom of Information Act (FOIA) 5 ILCS 140/ *et seq.* and other applicable public records laws. All content posted on the City's Social Media Accounts by visitors and users is subject to FOIA and record retention laws and may be subject to e-discovery laws. Any content maintained in a Social Media Account that is related to City business, including a list of followers and posted communication, is a public record. The department maintaining the Social Media Accounts is required by law to respond completely and accurately to any request for public records on any City Social Media Account. Content from the City's Social Media Accounts shall be preserved and retained as official City Records in the format that preserves the integrity of the original Record. To the extent that any removed content constitutes a "public record" under such laws, such content shall be retained pursuant to the City's records retention schedule along with a description of the reason for the specific content's deletion.

All postings to the City's Social Media Accounts are not public records under the Local Records Act (50 ILCS 205). Any City-related documents posted to any City-managed Social Media Account are extra copies of existing documents or records for the purposes of convenience of reference. Any copies of records produced on the City's Social Media Accounts are only those documents that have been reviewed, approved, retained, and managed as records under the Local or State Records Acts outside the platform.

### Notice

Notice of the City's Social Media Policy is provided to all visitors and users of the City's Social Media Accounts. Visitors and users receive notice of the City's social media objectives, which include providing transparency, access to, and information about City services, issues, and programs. Visitors and users must receive notice that the City's Social Media Accounts are limited public forms, and any visitor or user-generated content in violation of this Policy, or any applicable law may be subject to restriction or removal. This Social Media Policy is available on the City's official website.

### Disclaimer

The City reserves the right to update this Social Media Policy at any time.

Except to the extent required by law, communications made through and comments made on the City's Social Media Accounts shall in no way be deemed to constitute legal notice to the City or any of its agencies, officers, employees, agents, or representatives with respect to any existing or potential claim or cause of action against the City, its officers, employees, agents, or representatives where notice to the City is required by any federal, state, or local laws, rules or regulations.

### Adoption of Policies

This City adopts through this Policy by reference, the following policies, as amended from time to time:

- Facebook Community Standards;
- YouTube Rules and Policies;
- Instagram Community Guidelines;
- LinkedIn Professional Community Policies; and
- X (formally Twitter) Rules and Policies.

In the event of any conflict or inconsistency between the terms and provisions of this Policy and the terms and provisions of any social media platform's user policies or terms, the terms and provisions of this Policy shall control.

### Visitor and User Agreement

Visitors and users who submit content to the City's Social Media Accounts agree that they have read, understand, and agree to the following terms and conditions by virtue of such use.

**If you have any, please contact the Administration Department at 630-354-6333 or communications@wooddale.com.**