

Village of Northbrook Social Media Policy

PURPOSE

The purpose of the Village of Northbrook's social media presence is to provide an additional means of communication between the Village and members of the public. The Village's social media accounts are not the Village's primary means of communication with residents, businesses and others. The Village of Northbrook will continue to utilize public meetings, its website, mass notifications, email subscription lists, the Village newsletter, and press releases to share information with a variety of audiences.

The Village's social media accounts are meant to provide an effective yet limited public forum. The social media accounts will not be monitored 24/7. Users should not use social media to report a crime, emergency situations, or other time-sensitive issues.

TERMS OF USE

The Village Manager or his/her designee is responsible for the selection and approval of social media accounts and department/division use of social media. Before approval, each Village social media account must define the purpose, site administrator, and content development plan.

The Village Manager or his/her designee will monitor the content on each of the Village's social media platforms to ensure:

- a. A consistent Village-wide message is conveyed; and
- b. Adherence to the Social Media Policy.

Only employees approved by the Village Manager or his designee are authorized to represent the Village on official Village social media accounts.

The Village Manager or his/her designee reserves the right to direct any department/division to modify social media content based on Village standards, best practices and industry norms.

SITE ADMINISTRATION

The site administrator is responsible for posting content, interacting with user comments, and ensuring the account adheres to Village policy. When a user's comments are deemed inappropriate or not compatible with the Village's posting guidelines, the site administrator shall remove the comment and address the issue offline via email, phone call, or in person. If the user's contact information is not available, the site administrator shall contact the user via private message.

Each Village social media account should:

- Include an introductory statement that clearly specifies its purpose
- Link back to www.northbrook.il.us for forms, documents or other information
- Be clearly identified as Village "property" using the Village or department/division logo
- Prominently display Village or department/division contact information, including physical address, phone numbers, business hours, email addresses, etc.
- Remove or disable third-party advertising when possible

CONTENT STORAGE

Content must be managed, stored and retrieved to comply with Freedom of Information Act (FOIA) and State Archival/Local Records laws. Site administrators must keep electronic copies of all messages created for and distributed on the social media account. When deleting comments or posts, the site administrator should screenshot and save content being deleted.

POSTING GUIDELINES

The following user agreement shall be posted on each Village social media account:

Comments deemed inappropriate or not compatible with the Village's posting guidelines are subject to deletion at the Village's sole discretion. If you do not comply with the posting guidelines below, the site administrator will contact you and you will be blocked from posting any more information to the site. This site is not monitored 24/7 and should not be used to report crimes, emergency situations, or time-sensitive issues.

- The Village does not allow graphic, obscene or explicit comments or submissions nor do we allow comments that at the Village's sole discretion are abusive, threatening, hateful, inflammatory, or intended to defame anyone or any organization or comments that suggest or encourage illegal activity.
- 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, gender identity or sexual orientation will not be tolerated.
- Content posted by persons whose profile picture or avatar, username, or email address contains any of the aforementioned prohibited conduct will not be tolerated.
- Content should be related to the subject matter of the social media site where it is posted.
- The Village does not allow political messages, including promoting or disparaging any political party, candidate, or elected official.
- The Village does not allow solicitations or advertisements. The Village reserves the right to allow commercial messages or advertisements at its sole discretion.
- The Village will not allow attempts to defame or defraud any person or financial, commercial, or governmental agency.
- The Village does not allow information intended to compromise the safety or security of the public or public systems including information that may interfere with or compromise current investigations or public safety procedures.
- All comments are subject to public records law.
- Personally identifiable information, such as an address, phone number, social security number, or other sensitive information shall not be posted.
- The appearance of external links on this site does not constitute official endorsement on behalf of the Village of Northbrook.