

**Administrative Policy No.** \_\_\_\_\_

**Approval:** \_\_\_\_\_

**Effective Date:** \_\_\_\_\_

**Title: Policy & Procedures Governing Use of Social Media Policy**

**Date Issued:** \_\_\_\_\_

**Purpose**

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, the Village of Lombard may consider participating in social media formats to reach a broader audience. The Village encourages the use of social media such as Twitter and Facebook to further the goals of the Village and help reach the largest possible audience. However, oversight is essential to ensuring that the reputation, image and mission of the Village is maintained and properly articulated.

**Applicability**

This policy applies to all Village departments, divisions, boards, commissions and committees.

**Definitions**

Social Media and Web 2.0 (the movement toward interactivity) are umbrella terms that encompass the various activities that integrate social interaction and content creation. Social media use many technologies and forms, such as blogs, wikis, photo and video sharing, podcasts, Twitter, Facebook, and other emerging and future virtual worlds.

**Guiding Principles**

- I. All official Village of Lombard presences on social media sites or services are considered an extension of the Village's public information networks.
- II. The Communications Director will review all requests to use or create social media sites and may delegate this review function to other members of the Communications staff, No department, division, board, commission or committee may create its own social media channel.
- III. The Communications Department monitors content of all official Village social media sites to ensure adherence to this social media policy for appropriate use, messaging and branding consistent with the image, reputation and mission of the Village of Lombard.
- IV. The Communications Department will advocate using social media to help departments, divisions, boards, commissions and committees reach their stated goals by assisting in developing appropriate uses for social media and helping define a strategy for engagement using the Village's social media channels.

- V. Violation of these standards may result in the removal of unofficial pages from social media outlets. The Communications Director retains the authority to remove or request the removal of this information.
- VI. Freedom in Information Act and e-discovery laws and policies apply to social media content and therefore content must be able to be managed, stored and retrieved to comply with these laws.

### **Moderating Comments**

Once posted, the Village of Lombard reserves the right to delete submissions that contain:

- a) vulgar language;
- b) personal attacks of any kind;
- c) offensive comments that target or disparage any ethnic, racial, minority or religious group.

Further, the Village also reserves the right to delete comments that are:

- a) spam or include links to other sites;
- b) clearly off topic;
- c) advocate illegal activity;
- d) promote particular services, products or political organizations;
- e) infringe on copyrights or trademarks.

### **Village Employee Guidelines for Participating in Social Media**

The Village of Lombard understands that social networking and Internet services have become a common form of communication in the workplace and among stakeholders and citizens. Social networks are online communities of people or organizations that share interests and/or activities and use a wide variety of Internet technology to make the interaction a rich and robust experience. Any employee who chooses to participate in social networks as a Village employee should first speak to the Communications Director about his/her goals in participating in social networks and then adhere to the following guidelines:

- a) Village policies, rules, regulations and standards of conduct apply to employees who engage in social networking activities while conducting Village business. Use of a Village e-mail address and communicating in one's official capacity will constitute conducting Village business.
- b) Protect your privacy, the privacy of citizens and the information the Village holds. Follow all privacy protection laws, i.e., HIPAA, and protect sensitive and confidential Village information.
- c) Follow all copyright laws, public records laws, retention laws, fair use and financial disclosure laws and any other laws that might apply to the Village or your functional area.
- d) Do not cite vendors, suppliers, clients, citizens, co-workers or other stakeholders without their approval.

- e) Make it clear that you are speaking for yourself and not on behalf of the Village of Lombard. If you publish content on any website outside of the Village of Lombard and it has something to do with the work you do or subjects associated with the Village, use a disclaimer such as this: *The postings on this site are my own and do not necessarily represent the Village's positions or opinions.*
- f) Do not use ethnic slurs, profanity or personal insults, or engage in any conduct that would not be acceptable in the Village's workplace. Avoid comments or topics that may be considered objectionable or inflammatory.
- g) If you identify yourself as a Village employee, ensure your profile and related content is consistent with how you wish to present yourself to colleagues, citizens and other stakeholders.
- h) Correct your mistakes, and do not alter previous posts without indicating that you have done so. Frame any comments or opposing views in a positive manner.