

VILLAGE OF LOMBARD

BOARD POLICY MEMORANDUM

SUBJECT: Social Media Policy **No.** [INSERT]

By: Board of Trustees
Approved: [INSERT DATE]

I) PURPOSE AND INTRODUCTION

The Village recognizes the role that social media plays in the personal lives of Village employees, elected officials and committee members. However, personal use of social media can have an impact on Village operations and personnel in an official capacity. This policy provides precautionary guidance on the use of social media, as well as prohibitions on individual use of social media.

II) USE OF SOCIAL MEDIA FOR OFFICAL VILLAGE BUSINESS

Only persons designated by the Village Manager shall publish official Village related content on Village social media sites. Personnel shall not publish official content relating to Village business or Village-related matters to Village social media accounts, unless they have been authorized to do so by the Village Manager.

III) PERSONAL USE OF SOCIAL MEDIA OUTSIDE OF WORK

Personnel who choose to maintain or participate in websites, social media or social networking platforms for personal use shall conduct themselves with professionalism and in such a manner that will not negatively reflect on the Village or its mission. Personnel are free to express themselves as private citizens on social media sites to the degree that their speech does not impair working relationships within the Village; impede the performance of their duties; or negatively affect the public's perception of the Village. To that end, personnel shall ensure the following:

- A) Personal use of social media must not be attributable to the Village or the individual's job function at the Village. While individual use and comments on social media sites are subject to First Amendment protections, as well as permissible restriction, any personal use made of social media sites outside of work must not be attributable to the Village or the individual's function at the Village.
 - a. Do not use a Village e-mail address to register for social media or other sites unless the purpose is directly related to your job and you have been authorized to do so;

- b. Do not display the Village seal or other official logos, emblems or patches on personal social networking accounts;
- Do not discuss any Village related information or business that is not considered public information. The discussion of sensitive, proprietary or confidential Village business is strictly prohibited;
- d. Do not state or imply that you speak for the Village, for a Village department or Village officials.
- B) Profile Professionalism. If you are identified as an employee, agent, appointed or elected official of the Village, or you have a public facing position for which your Village association is known to the public, ensure your profile and related content (even if it is of a personal and not an official nature) are consistent with how you wish to present yourself as a Village professional and appropriate with the public trust associated with your position. Individuals should have no expectation of privacy when using social media tools.
- C) Use a disclaimer. Where you publish to a blog or some other form of social media, make it clear that what you shy there is representative of your views and opinions and not necessarily the views and opinions of the Village of Lombard. Unless you are specifically authorized by the Village Manager to speak on behalf of the Village, consider the following disclaimer on blogs or social media where you identify yourself as a Village employee: "The postings on this site are my own and do not necessarily represent the positions, strategies, or opinions of the Village of Lombard.
- D) Individuals shall not engage in online debate or dialogue on social media regarding specific Village projects, issues, policies or plans. Instead, individuals or organizations should be directed to Village resources and encouraged to contact Village personnel via phone or email to discuss.
- E) Personal Conduct. Do not engage in vulgar or abusive language, personal attacks of any kind, or offensive terms targeting individuals or groups.
- F) Political Use. Elected officials who use the same social media for communicating with constituents as they do for campaigning risk violating the law again use of government resources for political purposes. Elected officials who use social media for campaigning shall establish separate social media for that purpose and shall not access that social media using government technology.