

USE OF CITY SOCIAL MEDIA POLICY

1.0 PURPOSE

This policy provides guidelines to ensure that any use of social media by City Personnel when they are acting on behalf of the City is consistent with the City's mission.

This policy does not address all aspects of social media use which may be governed by other City or department policies. Specifically, it does not address:

- Personal use of social media by employees.
- Use of social media by the City in the personnel decision-making processes.
- Posting by members of the public on City social media sites.

2.0 SCOPE

All fulltime, part-time, contract, and volunteer personnel working for or on behalf of the City or any of its subsidiary bodies ("*City Personnel*") who use City Social Media Pages, and City Social Networking Activities to post information or to interact with the public on behalf of The City of Lake Forest ("*City*") or regarding City matters.

3.0 DEFINITIONS

Social Media - Any of a wide array of internet-based tools and platforms that allow for the sharing of information, such as the City website or social networking services.

4.0 POLICY

The City of Lake Forest may use social media as a method of effectively informing the public about City services, issues, position openings and other relevant events.

Authorized users shall ensure that the use or access of social media on behalf of the City is done in a manner that protects the rights of others.

5.0 AUTHORIZED USERS

- 5.1 Only City personnel authorized by the department head or the authorized designee may utilize social media on behalf of the City. Authorized personnel shall use only department-approved equipment during the normal course of duties to post and monitor department-related social media, unless they are specifically authorized to do otherwise by their supervisors.
- 5.2 Each City social media site must have at least two City personnel authorized users with administrative rights.

- 5.3 The department head may develop specific guidelines identifying the type of content that may be posted. Any content that does not strictly conform to the guidelines should be approved by a supervisor prior to posting.
- 5.4 Requests to post information through department social media by employees who are not authorized to post should be made through the employee's supervisor.
- 5.5 Authorized City personnel are responsible for complying with applicable federal, state, county and City laws, ordinances, regulations, and policies. This includes adherence to established laws and policies, including but not limited to those regarding copyright or plagiarism, records retention, the Illinois Freedom of Information Act, the Illinois Open Meetings Act, the First Amendment of the United States and Illinois Constitutions, and privacy and information security policies and protocols established by the City.

6.0 AUTHORIZED CONTENT

- 6.1 Only content that is appropriate for public release, that supports the City's mission and conforms to all department policies regarding the release of information may be posted when acting on behalf of the City.

Examples of appropriate content include:

- Announcements.
- Tips and information related to crime prevention.
- Requests that ask the community to engage in projects that are relevant to the City.
- Real-time safety information that is related to in-progress crimes, geographical warnings or disaster information.
- Traffic information.
- Press releases.
- Recruitment of personnel.
- Information about City events or programs.
- Sharing of information posted by other City departments or local institutions which would benefit the public.

- 6.2 Incident-Specific Use

In instances of active incidents where speed, accuracy and frequent updates are paramount (e.g., crime alerts, public safety information, traffic issues), the Public Information Officer or the authorized designee will be responsible for the compilation of information to be released, subject to the approval of the Incident Commander. **The City Manager's office should be notified of such events as soon as practical.**

The City reserves the right to restrict or remove any content that is hosted on City pages that is deemed in violation of this Policy or any applicable laws.

7.0 PROHIBITED CONTENT

7.1 Content that is prohibited from posting when acting on behalf of the City includes but is not limited to:

- Content that is abusive, discriminatory, inflammatory, or sexually explicit.
- Any information that violates individual rights, including confidentiality and/or privacy rights and those provided under state, federal, or local laws.
- Any information that could tend to compromise or damage the mission, function, reputation, or professionalism of the City of Lake Forest or its employees.
- Any information that could compromise the safety and security of City operations, employees, or the public.
- Any content posted for personal use.
- Any content that has not been properly authorized by this policy or a department head or designee.

Any employee who becomes aware of content on City social media sites that he/she believes is unauthorized or inappropriate should promptly report such content to a supervisor. The supervisor will notify an Authorized User who will ensure its removal from public view and investigate the cause of the entry.

8.0 MONITORING CONTENT/DISCIPLINE

8.1 The various department heads or their designees are responsible for the compliance with the provisions of this Policy by City employees under such department head's control, the resources being used, the effectiveness of the content, any unauthorized or inappropriate content and the resolution of any issues.

8.2 Lack of adherence to this Policy may result in disciplinary action up to and including termination.

9.0 RETENTION OF RECORDS

The City will establish a method of ensuring that public records generated in the process of social media use are retained in accordance with established records retention schedules.

10.0 DISTRIBUTION

Human Resources website at www.citylf.org.



Jason Wicha
City Manager