



SOCIAL MEDIA POLICIES

Use of Village Social Media Accounts by the Public

Effective date: 02-20-2019

Purpose: The Village of Cary hereby adopts a policy on the use of social media, regulating the use of the Village’s social media accounts by the public. This policy sets out the Village’s intention for the Village’s social media account, which is to disseminate information to the public about Village-related events and news.

Definitions:

“Social media account” shall mean any and all of the Village of Cary’s accounts for online services for the Village, its departments, boards, commissions, or subsidiary bodies that allow for communication to Village residents, including but not limited to: Twitter, Facebook, and Instagram.

- A. **Intent.** The Village’s social media accounts are public forums designed to provide information and are not intended to be interactive. The purpose of the Village’s social media accounts is to inform citizens about Village events, programs, projects, activities, and other Village-related business.

- B. **Content Restrictions.** The Village reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law that may be placed on or sent to its social media accounts.

Content that is deemed not suitable for posting by the Village Administrator or his/her designee because it is not topically related to the particular subject being commented upon, or is deemed prohibited content based on the criteria defined below, shall be retained by saving a screenshot of the comment along with a memo to the file that

describes the reason the specific content was deleted. This material should be retained pursuant to the Village's Record Retention Policy. Village social media account content and comments containing any of the following forms of content shall not be allowed for posting:

1. Profane language or content.
2. Slanderous, libelous, or defamatory language or content. Personal attacks will not be permitted.
3. Comments not topically related to the village business being commented upon.
4. 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 or sexual orientation.
5. Sexual content or links to sexual content.
6. Solicitations of commerce.
7. Personally identifiable information, such as an address, phone number, social security number or other sensitive information.
8. Comments cannot represent a person other than the one posting the comment.
9. Charitable solicitations or political campaigning.
10. Conduct that is or encourages illegal activity.
11. Copyright and trademark violations.
12. Duplicate posts from the same individual.
13. Content that includes private, personal information without consent.
14. Gratuitous links to sites that are viewed as spam.

If a visitor violates the Village's social media comment policy guidelines, the Village may, but is not obligated, to take any or all of the following steps:

1. Remove the content;
2. Terminate or block a visitor's access to the applicable Village site, page or pages; and / or
3. Report visitor(s) to the applicable social media site provider.

C. **Monitoring Village Social Media Accounts.** As the Village of Cary's social media accounts are not monitored 24/7, responses to comments added to social media posts should not be expected. Note that communication through Village of Cary social media sites in no way constitute a legal or official notice or comment to the Village of Cary.

A disclaimer shall be posted in a conspicuous place on the village's social media accounts indicating:

The Village social media accounts are intended to disseminate information to residents and the public. The Village recognizes that social media is a 24/7 medium, and comments are welcome at any time. However, if you would like to receive a response from Village staff related to a specific Village project, program, or issue, please contact the appropriate department:

- 1) By telephone at 847-639-0003 (Monday-Friday except holidays, 8:30am-5:00pm);
- 2) Via email at VillageHall@CaryIllinois.com; or
- 3) Submit an online request at www.caryillinois.com.

If this is an emergency and you require immediate assistance, please call 911.

D. **Notice.** Users and visitors to the Village's social media accounts shall be notified that the intended purpose of the site is to serve as a mechanism for communication of Village news, services and events and that is controlled and directed by the Village. The policy regarding comment removal shall also be included. This notice shall be posted in a conspicuous location on any Village's social media account and should be posted in a consistent location on the Village's social media accounts.