



Mayor & Village Board Standard Operating Procedure – No. 013

Date Adopted: February 8, 2017
Last Revised: March 8, 2017
Current Revision Date: May 9, 2018

Mayor and Village Board Standard Operating Procedure No. 013, having been first adopted by the Mayor and Village Board on February 8, 2017, shall:

1. Be updated on at least an annual basis;
2. Be administered by the Mayor and Village Manger;
3. Be applied to any and all social media accounts, websites and print publications administered by the Village of Homer Glen.

Signed: _____

Date: May 9, 2018

MEDIA COMMUNICATION POLICY

General Guidelines:

The purpose of Village of Homer Glen's social media sites are to present matters of public interest related to Village of Homer Glen government and are strictly a means of government communication. Items that may be communicated by the Village shall be related to Village government or may include items from other governmental entities that service the Village, or items affecting resident utility service. The Village will delete postings and comments that include "Prohibited Items" listed in this policy.

Furthermore, the "User Conduct" and "Prohibited Items" portion of this policy shall apply to content on the Village website and print publication materials distributed via the Village on behalf of other governmental entities that service the Village.

User Conduct:

Content on Village of Homer Glen social media sites will be limited to the topics posted by the Village's Community Relations Coordinator who serves as the site administrator or his / her designee. In general, the posted content will be limited to matters of Village government and other governmental entities that service the Village.

Prohibited Items:

1. Profane/Inflammatory – Profane, obscene, pornographic, or material of a purely insulting nature that is directed at a particular individual or group.
2. Discriminatory – Cannot discriminate on the basis of race, national origin, religion, age, gender, disability or sexual orientation.
3. Threats/Safety – Threats to the safety of others.
4. Political – Political, campaign, or election promoting.
5. Commercial Advertising – Commercial advertisements or solicitations.
6. Illegality – Promoting or providing instructional information about illegal activities.
7. Intellectual Property – Content that infringes on the intellectual property rights of others.

Notice:

Users and visitors to the Village's social media accounts shall be notified that the intended purpose of the account is to serve as a mechanism for communication of matters of public interest related to Village of Homer Glen government and other governmental entities that service the Village. By visiting the Village's social media site(s), users agree to the terms of use outlined in this policy, which will be posted to the Village's website and linked to, as technology allows, from each of the Village's social media account(s).

Per the State of Illinois, social media posts are considered public record if the posts are made on an official public agency account or on a private account that is being used to distribute information for that agency to the public. Furthermore the content being posted must be unique to be considered public record. The Village is not required to preserve redundant content in all of its forms.

Records retention is based upon function and content of the record, not its format as social media. The Village shall, like with any other public record, consult their Application for Authority to dispose of State/Local Records for appropriate retention periods.

Time of Use:

The Village of Homer Glen's social media accounts are not monitored 24/7, and as such, timely posts should not be expected. Accounts are traditionally administered during normal business hours, designated as weekdays from 8 a.m. to 4:30 p.m., excluding holidays observed by the Village of Homer Glen.

Emergency Notice:

As the Village's social media account(s) are not monitored 24/7, users are advised NOT to use the Village's social media account(s) to report a crime or emergency situation. Crime reports and requests for police, fire or emergency medical assistance must be made by dialing 9-1-1.