



SOCIAL MEDIA SECTION
of COMMUNICATION POLICY

C. SOCIAL MEDIA

The Village maintains various social media accounts to further the Village's mission to improve communication, maintain an open government forum and create engagement with citizens, while ensuring compliance with the Communications Policy and all other related policies.

1. DEFINITIONS

- a. **"Comment"** - A response to a Village post submitted by a commenter.
- b. **"Commenter"** - A third party that submits a comment on a post.
- c. **"Posts" or "Postings"** - The original content created by the Village that is uploaded to a social media site.
- d. **"Social Media Sites"** - Websites and applications that allow users to share information, including but not limited to Facebook, Twitter, LinkedIn, YouTube, Instagram, and other similar websites or applications that foster real time communication and promote sharing of information, including text, music files, movies, photographs, and other electronic files.
- e. **"Site Administrator"** - The Village Administrator, Communications Manager or their designee. The Chief of Police or their designee for the Police Department.

2. RECORD RETENTION – Content posted on social media sites is considered a public record and will be maintained in accordance with applicable record retention requirements.

3. NO BUSINESS ON SOCIAL MEDIA - Elected officials and appointed Village Commission Members should refrain from posting or commenting on Village social media sites to avoid any violation of the Illinois Open Meetings Act. In addition, no business dealings should be conducted on social media sites.

4. NO ENDORSEMENT OF LINKS - The Village is responsible solely for the content posted on Village social media sites by authorized Village employees. The Village does not endorse any link or advertisements on its social media sites placed by the website/application owners or their vendors or partners.

5. SITE ADMINISTRATION – The Site Administrators will have editorial rights over all posts on Village social media websites. No post shall be published unless approved beforehand by the Site Administrators or their designee. Any posts on social media websites by the Police Department must be approved by the Chief of Police or their designee.

6. NO ADDITIONAL SOCIAL MEDIA SITE – Departments and Commissions within the Village of Lemont may not establish their own social media sites without the prior written permission of the Site Administrator.

7. LIMITED PUBLIC FORUM – The Village's social media websites constitute a limited public forum which allows the Village to set the topic of speech or the class of speaker as long as they do not discriminate based on viewpoint. The Site Administrator may remove posts that are not related to the topic of the account or posts that contain copyright infringements.

8. DISCLAIMER ON SOCIAL MEDIA SITES – All social media websites for the Village shall contain the following disclaimer below which shall be prominently placed on the website. Please keep the following guidelines in mind when posting.

A common place to place this disclaimer below is in any “About” section, “Details About Village of Lemont” on Facebook, and if room does not permit, include a link to the website Social Media Policy.

The purpose of this social media site is to provide information about Village of Lemont services and programs, as well as other information that is of public interest to residents, businesses, and visitors. We encourage you to comment on our social media platforms, but please note that this site is periodically monitored and is not a public forum.

The Village of Lemont reserves the right to delete or hide the kinds of comments noted in the list below. This list is not exhaustive, but representative of the types of comments that may be deemed inappropriate:

- The village does not allow graphic, obscene, or explicit comments or submissions nor do we allow comments that at the village’s sole discretion are abusive, threatening, hateful, inflammatory, or intended to defame anyone or any organization or comments that suggest or encourage illegal activity.
- Comments that promote, 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, gender identity or sexual orientation will not be tolerated.
- Comments that attempt to defame or defraud any person or financial, commercial or governmental agency.
- Comments that promote particular services, products, or political organizations or causes.
- Political messages including promoting or disparaging any political party, candidate, or elected official.
- Comments that infringe on copyrights or trademarks.
- Comments that include information that may compromise the safety, security, or proceedings of public systems or any criminal or civil investigations.
- Comments not relevant to topic, or unintelligible comments or spam or links to other sites.
- Participation in social media is done at the user’s own risk, which means users take personal responsibility for their comments, their username and any information provided.
- All comments are subject to public records law.

- The appearance of external links on social media sites does not constitute official endorsement on behalf of the Village of Lemont.

The Village of Lemont Facebook page is for information purposes only. Village staff will not respond to requests for service or information made on this page. If you require a response from Village staff, please submit your issue or question through our Customer Support Center [Support Home Page \(mycusthelp.com\)](#). Please note that the comments expressed on this site do not reflect the opinions and position of the Village of Lemont, its officers, and employees.

9. **POSTING** – Posted information on Village of Lemont social media sites should relay content consistent with the overall Village communication policy, branding policy, priorities, goals, Village sponsored events, etc. Wherever possible, links to more information should direct users back to the Village’s official website, forms, documents, or online services necessary to conduct business within the Village. Site Administrators may post content for local, state, and federal government organizations, organizations that promote events, tourism, industry, and organizations vital to the community and economic welfare within the community, as well as general public interest items regarding the services of local utility, waste management or similar service providers. Posting for other outside organizations will be considered and approved by the Communications Manager and by the Chief of Police for the Police Department, or their designees.
10. **LIKING & SHARING** - The nature of social networking promotes a great deal of interactivity, whereby users or organizations “like,” “follow” and “share” with each other online. Site Administrators may like, follow or share content from social media sites of local, state, and federal government organizations, as well as organizations that promote tourism, industry, and economic welfare within the community. Additionally, Site Administrators or their designees may like or share content from other social media sites if such content is related to promotion of a Village-sponsored special event; promotion of a special event coordinated by local governmental agencies; promotion by organizations for special events that promote tourism, industry and economic welfare within the community; and news or information of general public interest regarding the services of local utility, waste management, or similar service providers.