



**Village of Lisle
Board, Administrative, and
Department Policies**

Policy: **Social Media and Website**

Effective Date **2/6/12**

New Policy X Replaces Policy Dated _____

Issued by: Village Board **X** Res/Ord # _____ Motion **X**
Village Manager _____
Department _____

I. Purpose

This policy establishes procedures for the establishment and use by the Village of Lisle (“*Village*”) and members of the public of internet resources commonly referred to as “social media sites” as a means of obtaining or conveying Village information to and from its citizens in furtherance of various goals. The Village has an overriding interest in obtaining reliable information from, and in providing accurate and appropriate information on, social media sites.

The goal of the Village’s social media communications is to serve as an online information source focused on Village issues, projects, news, and events, and is not intended as a public forum. The purpose for use of social media sites is to disseminate information useful to and about the Village, including information relating to the Village’s mission, meetings, activities, and current issues, Village-sponsored events, economic development, and the promotion and marketing of the Village. The Village encourages the use of social media to further the goals of the Village and the missions of its departments, where appropriate, subject to the terms and conditions set forth in this social media policy.

II. Definitions

“Comment” means a response to a Village posting or social media content or posting submitted by a commenter.

“Commenter” is a member of the public who submits a comment for posting in response to the content of a particular Village posting or social media content.

“Posts” or “a posting” means content, information, articles, pictures, videos, or any other form of communication posted on a Village social media site.

“Social Media Sites” as referred to in this policy include websites and applications that allow users to share information, including but not limited to Facebook, Twitter, LinkedIn, MySpace, You Tube, and Flickr, blogs, forums, discussion boards, and other websites or applications that are used to communication or share content, including text, music files, movies, photographs, and other electronic files.

III. General Policy

A. Approval and Administration

1. The establishment and use by any Village department of Village social media sites are subject to approval by the Village Manager or his/her designees.
2. All Village social media sites shall be administered by the Administrative Services Department (“*Administrator*”). The Administrator and his or her designees must be familiar with the terms of the social media policy, including their responsibilities to review content submitted for posting to ensure compliance with the policy. The Administrator will be responsible for monitoring content on Village social media sites to ensure adherence to both the Village’s social media policy and the interest and goals of the Village.
3. Village social media sites should make clear that they are maintained by the Village and that they follow the Village’s social media policy.
4. Wherever possible, Village social media sites should link back to the official Village website for forms, documents, online services and other information necessary to conduct business with the Village.
5. All social media sites should clearly indicate that any content submitted for posting on the site is subject to public disclosure.
6. The social media sites are administered by the Village, but the content on the sites is not entirely controlled by the Village. The Village does not endorse any link or advertisements on its social media sites placed by the site owners or their vendors or partners.
7. All content of the village's social media and website should be sponsored or co-sponsored by the Village of Lisle or directly

| linked to the village's pursuit of policy or departmental activities.

B. Comment Policy

1. It shall be the Village's policy to disable comments on social media sites.

C. Compliance with Laws

1. All Village social media sites must adhere to applicable federal, state and local laws, regulations and policies.
2. The Illinois Freedom of Information Act applies to electronic records and may include social media content. Any content maintained in a social media format that is related to Village business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure. Content related to Village business shall be maintained in an accessible format so that it can be produced in response to a request. Wherever possible, social media sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.
3. The Illinois Local Records Act applies to electronic records and may include social media content. To the extent required by law, these records must be maintained pursuant to a relevant records retention schedule for the required retention period on a Village server in a format that preserves the integrity of the original record and is easily accessible.
4. E-discovery laws may apply to social media content and, therefore, content must be able to be managed, stored, and retrieved to comply with these laws.
5. Participation in online discussions by elected or appointed officials may constitute a meeting under the Illinois Open Meetings Act. Village Board members, Plan Commission members, ZBA members, and other elected or appointed officials of Village public bodies subject to the Open Meetings Act should ensure that their communications on social media sites do not violate the Open Meetings Act.

D. Village Website

- 1, The purpose of the Village of Lisle’s website is to provide information about Village services, policies, programs, and events to residents, businesses, and visitors. It is intended to promote understanding of Village government, and to foster a vibrant community by being a resource for community information.

2. The Village website is not a “free speech zone,” but is instead a vehicle for conveying messages to the public about events and messages deemed appropriate by the Village. While the Village may receive information from outside organizations, the website is Village Property and the Village maintains the ultimate authority over any content posted. Only Village staff is authorized to post materials, and at all times postings remain subject to the oversight of the Village Manager or his/her designee.