

## **Village of Homewood Social Media Policy**

### **Statement of Purpose**

The Village of Homewood recognizes that social media services, such as Facebook, Twitter and Instagram, have become increasingly common forms of communication among residents, media outlets, government agencies, businesses and others. Using this technology, the Village has additional avenues by which to share news releases, inform the public about initiatives and highlight events and positive media coverage. Additionally, social media provides the ability to share other information that supports the goals and mission of the Village. Social media also provides a two-way means by which to interact with residents, visitors, media, local business owners and people who work in the Village.

“Social media account” shall mean any of the Village of Homewood’s accounts or online services that allow for interaction with Village residents and other stakeholders, including, but not limited to, Twitter, Facebook and Instagram.

### **Limited Public Forum**

The Village’s social media accounts are limited public forums. The Village does not make its social media accounts available for general public discourse, but rather reserves and limits the topics that may be discussed on the social media accounts.

### **Content Restrictions**

Because communication via social media constitutes a limited public forum, the Village reserves the right to reject or remove (if possible) any content deemed in violation of this policy or any law. Village social media account content and comments containing any of the following forms of content shall not be allowed for posting and shall be subject to removal:

1. Comments unrelated to the purpose and topical scope of the page.
2. Defamatory, threatening or profane language.
3. Content that promotes, fosters, or perpetuates discrimination based on race, creed, color, age, religion, gender, marital status, status regarding public assistance, national origin, physical or mental disability or sexual orientation.
4. Sexual content or links to sexual content.
5. Solicitations of commerce.
6. Personally identifiable information, such as an address, phone number, social security number or other sensitive information.

7. Information which may interfere with or compromise current investigations, police tactics and the safety or security of public safety staff and/or the public or public systems.
8. Promotion or advertisement in favor of, or in opposition to a political campaign, ballot measure or candidate.
9. Conduct or encouragement of illegal activity.
10. Distribution of copyrighted photographs, music, video, graphics or other content without the express permission of the copyright holder.

### **Content Removal**

Content deemed not suitable for posting by the administrators of the Village's social media accounts based on the criteria defined above, shall be retained by staff pursuant to the records retention schedule in the form of a screen capture along with a description of the reason the specific content was rejected. The comment will then be removed, as technology allows, from the Village's social media account(s).

### **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 Village news, services and events and that it is a limited public forum. By posting or commenting, 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 accounts.

### **Time of Use**

The Village of Homewood's social media accounts are not monitored 24/7 and posts and responses should not be immediately expected. Accounts are traditionally monitored during normal business hours, designated as weekdays from 8:00 a.m. to 5:00 p.m., excluding holidays.

### **Emergency Notice**

As the Village's social media accounts are not monitored 24/7, users are advised NOT to use the Village's social media accounts 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.

This policy will be reviewed periodically and will be updated as necessary.