

RESOLUTION NO. R-24 - 02

**A RESOLUTION AUTHORIZING THE ADOPTION OF SOCIAL MEDIA USE POLICIES
FOR THE VILLAGE OF CAMPTON HILLS, ILLINOIS**

WHEREAS, the Village of Campton Hills (the “Village”) is a duly organized an existing municipal corporation created under the provisions of the laws of the State of Illinois, and may exercise powers pertaining to its local governmental affairs; and

WHEREAS, the Village President and Board of Trustees desire to provide information to residents of the Village through social media platforms; and

WHEREAS, the Village President and Board of Trustees find it in the best interests of the Village and its residents to adopt policies that address how the Village and its employees and elected officials will use social media platforms on behalf of the Village, and how the public may properly interact with the Village’s social media accounts; and

WHEREAS, the Village President and Board of Trustees desire to approve a document entitled “Village of Campton Hills Social Media Policies” (the “Policies”), a copy of which are attached hereto as Exhibit A; and

WHEREAS, the President and Board of Trustees have determined that it is necessary and in the best interests of the Village to adopt the Policies.

NOW, THEREFORE, BE IT RESOLVED BY THE PRESIDENT AND BOARD OF TRUSTEES OF THE VILLAGE OF CAMPTON HILLS, KANE COUNTY, ILLINOIS, AS FOLLOWS:

SECTION 1: Incorporation. Each recital above is incorporated by reference into this Section 1 and made a part hereof as material and operative provisions of this Resolution.

SECTION 2: Approval of Policies. The Policies attached hereto as Exhibit A and made part hereof are hereby adopted and approved.

SECTION 3: Applicability of Policies. The Village of Campton Hills and all its elected officials, officers and employees are subject to the provisions of the attached Policies and shall follow and abide by the provisions thereof.

SECTION 4: Delivery of Signed Documents. After approval and execution of this Resolution, the Village Clerk, or her designee, shall retain a certified copy of this Resolution for record retention purposes.

SECTION 5: Effective Date. This Resolution shall become effective after its passage and approval as provided by State law.

ADOPTED this 6th day of February, 2024, pursuant to a roll call vote as follows:

	AYES	NAYES	ABSENT	ABSTAIN
Trustee Nicolas Boatner	X	_____	_____	_____
Trustee Janet Burson	X	_____	_____	_____
Trustee Jim McKelvie	X	_____	_____	_____
Trustee Mike Millette	X	_____	_____	_____
Trustee Ed Muncie	X	_____	_____	_____
Trustee Timothy Morgan, Sr.	X	_____	_____	_____
President Barbara Wojnicki	_____	_____	_____	_____

Barbara Wojnicki

Barbara Wojnicki, Village President

ATTEST:

Tracy Johnson

Tracy Johnson, Village Clerk

STATE OF ILLINOIS)
) SS
COUNTY OF KANE)

CLERK'S CERTIFICATE

I, Tracy Johnson, Clerk of the Village of Campton Hills, in the County of Kane and State of Illinois, certify that the attached document is a true and correct copy of that certain Resolution now on file in my office, entitled:

RESOLUTION NO. R-24-02

**A RESOLUTION AUTHORIZING THE ADOPTION OF SOCIAL MEDIA USE POLICIES
FOR THE VILLAGE OF CAMPTON HILLS, ILLINOIS**

which Resolution was passed by a roll call vote of the Board of Trustees of the Village of Campton Hills at a Regular Village Board Meeting on the 6th day of February, 2024, at which meeting a quorum was present, and approved by the President of the Village of Campton Hills on the 6th day of February, 2024.

I further certify that the vote on the question of the passage of said Resolution by the Board of Trustees of the Village of Campton Hills was taken by Ayes and Nays and recorded in the minutes of the Board of Trustees of the Village of Campton Hills, and that the result of said vote was as follows, to-wit:

AYES: TRUSTEES BOATNER, BURSON, MCKELVIE, MILLETTE, MORGAN, MUNCIE

NAYS: _____

ABSENT: _____

I do further certify that the original Resolution, of which the foregoing is a true copy, is entrusted to my care for safekeeping, and that I am the lawful keeper of the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the Village of Campton Hills, this 6th day of February, 2024.



Tracy Johnson, Village Clerk

[SEAL]

EXHIBIT A

VILLAGE OF CAMPTON HILLS SOCIAL MEDIA POLICIES

Village of Campton Hills Social Media Policy for Use of Village Social Media by the Public

Effective date: February 6, 2024

Purpose: The Village of Campton Hills 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 clearly sets out the Village's intention for any Village social media account, which would be used to communicate with the public on Village-related events and news.

Definitions:

"Social media account" shall mean any and all of the Village of Campton Hills' accounts for online services for the Village, its departments, boards, commissions, or subsidiary bodies that allow for interaction with Village residents, including but not limited to: Facebook, X, YouTube and so on.

A. 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. 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

Because communication via social media constitutes a limited public forum, the Village reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law. Content that is deemed not suitable for posting by the Village Clerk 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 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. Slanderous, libelous, or defamatory language or content. References to the personality of individuals or personal attacks will not be permitted.
2. Comments not topically related to the particular site or blog article being commented upon.
3. 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.
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. Comments cannot represent a person other than the one posting the comment.
8. Charitable solicitations or political campaigning.

9. Conduct or encouragement of illegal activity.

10. Content that violates a legal ownership interest of any other party.

C. 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 it is a limited public forum. The policy regarding comment removal shall also be included. This notice shall be posted in a conspicuous location on the Village's social media account and should be posted in a consistent location on all of the Village's social media accounts.

Village of Campton Hills - Social Media Policy for Use of Village Social Media Accounts

Effective date: February 6, 2024

Purpose: The Village of Campton Hills hereby adopts a policy regulating the use of the Village’s social media accounts by Village departments, employees and elected officials. Using this technology, the Village has the ability to publish news releases, highlight events, ordinances and media coverage as well as other information that supports the goals and mission of the Village. This policy provides guidelines and standards for the posting of information on the Village’s social media accounts. This policy sets forth that only specifically authorized persons may post information on behalf of the Village on the Village’s social media accounts and that all authorized persons must abide by this policy.

Definitions:

“Social media account” shall mean any and all of the Village of Campton Hills’ accounts for online services for the Village, its departments, boards, commissions, or subsidiary bodies that allow for interaction with Village residents, including but not limited to: Facebook, X and so on. This does not include a public official’s individual page or account.

A. Administration by Village Clerk’s Office

The Village’s social media accounts are Village property developed and maintained by the Village for Village business purposes only. Social networking sites, pages, feeds and information that are posted on the Village’s social media accounts shall be managed by the Village Clerk or his/her designee. No social media account shall be created on behalf of the Village, including any department, board, commission or subsidiary body, without the authorization of the Village Clerk or his/her designee. All of the Village’s social media accounts must be tied to an assigned generic Village email address. The Village Clerk or his/her designee shall maintain a list of all current Village social media accounts, logins and passwords. All posts to the Village’s social media accounts must be business related and approved by the Village Clerk or his/her designee. Said designee(s) may be employees within different Village departments (also referred to as “departmental designee(s)”). Designees whom are authorized to approve posts to the Village’s social media accounts must have a thorough and complete understanding of this policy, the categories of appropriate content for posting on the Village’s social media accounts, and the technical experience to properly administer such posts. The Village Clerk and all designees shall undergo training in these areas. All designees must notify the Village Clerk of any change of password.

B. Monitoring the Village’s Social Media Accounts

The Village’s social media accounts shall be monitored throughout normal business hours each day by the Village Clerk or his/her designee. The Village Clerk or his/her designee are expected to periodically monitor the Village’s social media accounts and provide a response to any inquiry within one (1) business day, if a response is possible and deemed to be required.

C. Conduct While Using Village’s Social Media Accounts

All persons engaged in social networking activities, as representatives of the Village, shall act and conduct themselves according to the highest possible ethical and professional standards when communicating via the Village’s social media accounts. Village policies, rules, regulations and standards of conduct apply to all Village employees that engage in social networking activities on behalf of the Village.

D. Discipline

Individuals found in violation of this policy may be subject to disciplinary action, up to and including termination of employment. Any discipline considered under this policy shall be pursuant to the procedures included in the Village’s Personnel Policies Manual.

E. Standards for Using or Posting on Social Media Accounts

1. Village Business
All posts to the Village's social media accounts must be related to Village business. Non-Village business related posts, such as personal posts, are strictly prohibited.
2. Transparency
The Village shall strive for transparency and openness in its interactions using social media.
3. Social Media Account Rules
The rules set by the social media account on which the Village's social media accounts are located shall be adhered to.
4. Consistency
Content posted on the Village's social media accounts shall be consistent with the mission of the Village.
5. Official Accounts
All Village-related information disseminated by social media shall occur only on the Village's designated social media accounts. All persons are prohibited from creating, maintaining, or contributing to a social media account on behalf of the Village and representing the Village without first receiving approval from the Village Clerk. Village employees are free to post/share Village social media on their own private accounts but must not represent the Village on said private accounts, as set forth in the Village's Personnel Policies Manual. At the time of adoption of this policy, the Village's only approved official social media platform shall be a YouTube video account, where recordings of Village Board, commission and committee meetings may be uploaded. The Village's website will contain a link to this YouTube account, to allow for public viewing of these recordings. Activation of additional official social media accounts for the Village shall only be performed by motion of the Corporate Authorities of the Village.
6. Privacy Laws
All persons using the Village's social media accounts shall obey all privacy protection laws, i.e. HIPPA, and protect sensitive and confidential Village information at all times. No person may post or share any information about litigation involving the Village on the Village's social media accounts without prior approval of the Village Attorney.
7. Other Laws
All persons using Village social media accounts shall obey all copyright, public, retention, fair use, and financial disclosure laws; as well as any other laws that might apply to the Village.
8. Naming Others
Village vendors, suppliers, clients, citizens, co-workers or other stakeholders shall not be cited on Village social media accounts without their prior approval.
9. Improper Language
Ethnic slurs, profanity, personal insults, objectionable, and/or inflammatory content, and conduct that violates Village polices may not be posted to the Village's social media accounts.
10. Accuracy
All persons shall make every effort to keep interaction with the public on the Village's social media accounts factual and accurate, including providing credible information via Internet links when possible. Mistakes made on social media accounts should be corrected, and there shall be no alteration of posts without indicating that the person has done so. The Village Clerk or his/her designee shall retain a copy of the original post and any revised or corrected subsequent post by taking a screenshot of both posts.

11. Confidentiality

All Village information is considered to be non-public in nature, per Village policies pertaining to information classification and disclosure.

12. Undue Caution

When using social media, all persons should exercise appropriate caution about the release of public information. To be as transparent as possible, as much information that would be distributed via traditional communication avenues used by the Village should be distributed with social media.

F. Standards for Interacting With Public

The Village Clerk or his/her designee shall monitor the Village's social media accounts and the Village Clerk or his/her designee shall respond to citizen inquiries posted to the Village's social media accounts if required. Responses to citizen inquiries should follow the following standards:

1. Content posted on the Village's social media accounts may be conversational in nature but must remain professional, particularly if responding to a comment. When applicable, the Village shall not allow public comments to be posted on the Village's account for the specific social media platform being utilized. All persons using the Village's social media accounts shall respect and accept opinions of those interacting with the Village's social media accounts, regardless of whether such opinions are positive or negative.
2. Disputes between a Village post and a commenter on the Village's social media accounts shall be avoided.
3. The Village Clerk or his/her designee shall distribute questions received on Village social media accounts to the appropriate department for response when appropriate.
4. The Village Clerk or his/her designee shall forward requests for Village-related services received on the Village's social media accounts through proper channels such as to the Village's Police Department or to another handling governmental entity.
5. When a particular social media platform utilized by the Village will only function if public comment is allowed on Village-posted content, comments or responses on the Village's social media content or profile should be limited. When applicable, the Village shall not allow public comments to be posted on the Village's account for the specific social media platform being utilized. If public comments cannot be prevented from being posted to a particular Village social media account, the Village Clerk or his/her designee should limit their response to any comments to: (1) providing a factual response to a question posed (for example: when is the next Village Board meeting); (2) providing the information for the appropriate department which would be most helpful; or (3) encourage or direct persons interacting with the Village's social media accounts to use appropriate resources, such as the Village's website to request a Village service. The Village Clerk or his/her designee should work with the Village's departments to develop standard responses to public questions and comments.
6. All persons using the Village's social media accounts shall obey all privacy protection laws, i.e. HIPPA, and protect sensitive and confidential Village information at all times.
7. The Village Clerk or his/her designee may not comment on litigation involving the Village on the Village's social media accounts without prior approval of the Village Attorney.
8. All Village employees' personal use of personal social media accounts shall be governed by the Village Personnel Policies Manual and the Village Employee Social Media Policy.

G. Distributing Information Through Social Media Accounts

All Village departments, commissions and boards are encouraged to provide information suitable for dissemination through Village social media accounts. Information sought to be published on the Village's social media accounts shall be submitted to the Village Clerk or his/her designee so such information can be reviewed, and distributed through the appropriate social media accounts operated by the Village.

H. Record Retention and the Freedom of Information Act.

1. Compliance With Laws

Village social media accounts should adhere to applicable state, federal and local laws, regulations and policies including all Village policies, including but not limited to Information Technology, Human Resources, the Illinois Local Records Act, and so on.

2. FOIA

The Illinois Freedom of Information Act ("FOIA") may apply to social media content and therefore content must be able to be stored and retrieved in accordance with the FOIA. All social networking sites shall clearly indicate that any articles and content posted or submitted for posting are subject to public disclosure.

3. Retaining Records

The Village Clerk shall review the Village's social media accounts on a monthly basis for any records or content that is subject to the Illinois Local Records Act or the Village's Record Retention Policy. Posts or comments that require preservation must be maintained pursuant to the relevant records retention schedule for the required retention period per Village policy, in a format that preserves the integrity of the original records and is easily accessible. If said records cannot be properly maintained in an acceptable format to comply with the Illinois Local Records Act or the Village's Record Retention Policy, the Corporate Authorities may approve the use of a social media account archiving service, to provide such compliance.

I. Identification

All Village social media accounts shall clearly indicate that such accounts are maintained by the Village of Campton Hills and shall bear the Village's official logo. The Village's website address and a single point of contact for inquiries about the social media account (at the minimum, a general email address or phone number) shall also be included for each social media account.

J. Removal of Posts

Posts can only be removed if a post violates the Village's Social Media Policy for Use of Village Social Media by the Public. Content that is deemed not suitable for posting per this Policy because it is not topically related to the particular subject being commented upon, or is deemed prohibited content based on the criteria defined in the Village's Social Media Policy for Use of Village Social Media by the Public, 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 should be retained pursuant to the Village's Record Retention Policy.

EMPLOYEE ACKNOWLEDGEMENT OF SOCIAL MEDIA POLICY

I confirm that I have received, read and understand the “Social Media Policy for Use of Village Social Media Accounts” for employees of the Village of Campton Hills. I understand that as an employee, it is my responsibility to abide by this Policy.

If I have questions about the Policy, I understand it is my responsibility to seek clarification from the proper supervisory department and/or designated authority.

Print Name: _____

Employee Signature: _____

Date: _____