



## Winnetka Police Department

The Winnetka Police Department (WPD) administers a Facebook page and a Twitter account. The intent of these social media sites is to serve as a communications tool between WPD and the public. Village Public Information personnel are the sole administrators of these social media sites.

This social media policy includes Terms of Use, Prohibited Content, and Disclaimer.

### **Terms of Use:**

As a communications tool, the Winnetka Police Department shall utilize its social media accounts to raise awareness among the Village and neighboring residents and visitors, community partners, and interested followers of public safety news and information that affects the area surrounding the Village of Winnetka.

Social media sites grant WPD an additional opportunity to share its public safety messages with the general public. WPD shall utilize its social media accounts to post news releases or stories, photos, videos, and important public safety information, including but not limited to, Amber Alerts, information about wanted criminals, road closures, power outages, and other emergency announcements, and general information deemed of interest to the public.

### **Prohibited Content:**

The intended purpose of the WPD's social media sites is to serve as a means of communication between WPD and members of the public. Therefore, information, posts, and comments containing any of the following forms of content shall not be allowed and will be removed from the site:

- Profane language or content
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, religion, gender, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, gender identity, source of income, or other protected status under applicable federal or state law
- Inappropriate sexual content or links to inappropriate sexual content
- Solicitations of commerce
- Conduct or encouragement of illegal activity
- Private or confidential information
- Information that may tend to compromise the safety and security of the public or public systems
- Content that violates a legal ownership interest of any other party
- Comments supporting or opposing political campaigns or ballot measures

The Winnetka Police Department disclaims any and all responsibility and liability for any materials or content that the WPD deems inappropriate for posting. WPD shall make efforts to remove said materials in an expeditious or otherwise timely manner, but disclaims liability if circumstances exist that prevent or hinder efforts to remove said materials.

### **Disclaimer:**

The Winnetka Police Department does not endorse nor otherwise support or sponsor any advertising that may be posted by the Social Media host (Facebook and Twitter) on the Village or WPD site. Facebook and Twitter accounts are privately operated sites and the privacy terms of each respective site apply.

WPD does not guarantee the reliability or accuracy of any third-party links.

WPD reserves the right to remove any comment or conversation that is prohibited by this Social Media Policy.