



# VILLAGE OF WINNETKA SOCIAL MEDIA POLICY

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The Village of Winnetka administers a Facebook page, a Twitter account, and an Instagram account. The intent of these social media sites is to serve as a communications tool between Village and the public. Village 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 Village of Winnetka will utilize its social media accounts to raise awareness among the Village and neighboring residents and visitors, community partners, and interested followers of relevant news and information that affects the area including and surrounding the Village of Winnetka. The Village of Winnetka's social media sites are not a public forum, and all posts are subject to the content and proprietary control of the Village of Winnetka, as well as Facebook, Twitter, and Instagram's terms of use agreements. Furthermore, please note that the comments expressed on social media may not express the opinions and position of the Village of Winnetka despite being subject to its content and proprietary control, comments expressed on this site(s) may be a public record subject to public records laws, and elected officials may not be able to provide comments related to public business due to certain laws.

The Village will utilize its social media accounts to post news releases or stories, photos, videos, and important public safety information.

## **Prohibited Content:**

The intended purpose of the Village's social media sites is to serve as a means of communication between the Village of Winnetka 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:

- 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 Village of Winnetka disclaims any and all responsibility and liability for any materials or content posted on any of the Village's social media sites. The Village will make efforts to remove prohibited content in an expeditious or otherwise timely manner, but disclaims liability if circumstances exist that prevent or hinder efforts to remove said materials.

## **Disclaimer:**

The Village of Winnetka does not endorse nor otherwise support or sponsor any advertising that may be posted by the social media host (Facebook, Twitter, and Instagram) on the Village of Winnetka pages. Facebook, Twitter and Instagram accounts are privately operated sites and the privacy terms of each respective site apply.

The Village of Winnetka does not guarantee the reliability or accuracy of any third-party links.

The Village of Winnetka reserves the right to remove any comment or conversation that is prohibited by this Social Media Policy.