

ORDINANCE NO. 0-24-16

**ORDINANCE APPROVING A SOCIAL MEDIA POLICY FOR THE VILLAGE OF ADDISON**

WHEREAS, Section 6(a) of Article VII of the 1970 Constitution of the State of Illinois provides that any municipality which has a population of more than 25,000 is a home rule unit, and the Village of Addison, DuPage County, Illinois, with a population in excess of 25,000 is, therefore, a home rule unit and, pursuant to the provisions of said Section 6(a) of Article VII, may exercise any power and perform any function pertaining to its government and affairs, including, but not limited to, the power to tax and to incur debt; and

WHEREAS, the Mayor and Board of Trustees find and hereby declare that it is in the best interests of the Village and its Residents to approve a Social Media Policy for the Village of Addison;

NOW THEREFORE, BE IT ORDAINED BY THE MAYOR AND BOARD OF TRUSTEES OF THE VILLAGE OF ADDISON, DU PAGE COUNTY, ILLINOIS, IN THE EXERCISE OF ITS HOME RULE POWERS, AS FOLLOWS:

SECTION ONE: The recitals set forth hereinabove are hereby adopted as findings of fact as if said recitals were fully set forth within this Section One.

SECTION TWO: The Social Media Policy attached hereto as Exhibit 1 shall be and is hereby approved.

SECTION THREE: Any and all policies, resolutions or ordinances of the Village of Addison in conflict with the provisions of this ordinance shall be, and they are hereby, repealed.

SECTION FOUR: This ordinance shall be in full force and effect from and after its passage and approval in the manner provided by law.

PASSED THIS 20<sup>th</sup> day of February, 2024.

AYES: TRUSTEES del Rosario, Hudley, Kluczny, Nasti, O'Brien, Reyes

NAYS: NONE

ABSENT: NONE

APPROVED THIS 20<sup>th</sup> day of February, 2024.

  
\_\_\_\_\_  
Mayor

ATTEST:

*Deputy* Mary Heneghan  
\_\_\_\_\_  
Village Clerk

Published February 21, 2024

4855-4487-9007 v.1



# Village of Addison

## Social Media Policy

### Purpose

The Village of Addison (“the Village”) recognizes that social media platforms have become mainstream forms of communication. The Village uses social media platforms to promote and share information about Village business, including special events, public service announcements, and other Village services. This policy provides guidelines for the use of social media by Village staff and its intended audience, consisting of residents of the Village, on platforms such as Facebook, Instagram, Twitter and LinkedIn, among others.

### Guidelines

The Village’s social media accounts are not public forums. Instead, the Village’s social media accounts are limited public forums, meaning the Village does not make its social media accounts available for general public discourse. Instead, the Village’s social media accounts are intended only for discussion of topics related to Village business, including special events, public service announcements and other Village services. Social media accounts used by Village departments may be further limited to the purposes associated with each account, as explained in greater detail below. However, all such accounts shall be subject to the requirements and standards of conduct described herein. The Village reserves the right to limit any social media postings to topics for which the Village’s social media accounts are intended.

Moreover, because the Village’s social media platforms are limited public forums, the Village reserves the right to reject or remove content that violates a Village policy and/or applicable laws and regulations. For illustration only, and without limitation as to other forms of conduct prohibited by Village Policies (including this Policy) or applicable laws and regulations, such conduct may include posting content that contains:

1. Comments or postings that are unrelated to Village business, including special events, public service announcements and other Village services;
2. Threatening language, hate speech, and content that incites violence and/or illegal activity;
3. Content that promotes illegal activity;
4. Defamatory posts;
5. Content that promotes or fosters discrimination of any protected category;
6. Sexually explicit, pornographic, lewd words or obscene content;
7. Content of a commercial or religious nature unless related to Village business, including special events, public service announcements and other Village services;
8. Content which is subject to the intellectual property rights of others and for which the express permission of the copyright holder has not been secured; and
9. Personally identifiable information such as addresses, phone numbers, social security numbers, or other sensitive information.

Content that is inconsistent with this Policy will be removed or deleted by the administrators of the Village's social media accounts in accordance with this Policy. A record of the content will be retained pursuant to state record retention guidelines in the form of a screen capture along with a description of the reason the content was removed or deleted, as set forth below.

### **Department Social Media Accounts**

Social media accounts maintained by the Addison Police Department and Addison Consolidated Dispatch Center shall be limited to discussions of law enforcement activities and emergency-related matters in the Village. Such forums are not intended for the discussion of other Village-related business.

### **Complaints Regarding Content**

Complaints regarding content posted to the Village's social media accounts shall be made to the Village's Director of Community Relations. Such complaint will be forwarded to appropriate Village staff to determine whether such content may be inconsistent with the limited purpose of the Village's social media accounts or otherwise violates this Policy. If so, such complaint will be forwarded to the Village Manager, who shall determine, in conjunction with other staff and/or legal counsel, whether such post should be removed or moderated.

### **Records Compliance**

All postings made by the Village will be copied and retained in another medium, which shall be retained in accordance with applicable records laws and regulations. All postings may be removed after forty-eight (48) hours, and a log of postings shall be made. If applicable, any comments to the original posting, together with the original posting, will be retained and disposed of in accordance with such laws and regulations.

### **Enforcement of Policy**

As set forth above, Village staff shall remove any content that violates this Policy immediately and, to the extent possible, notify the poster of the reason(s) for the content's removal. The Village Manager, in consultation with other staff and/or legal counsel, shall determine whether such content should be permanently removed, subject to the appeals procedure outlined below.

At the discretion of the Village Manager, those engaging in repeated violations of this Policy or that are severely disruptive, dangerous or threatening to others through the Village's social media accounts may be blocked from posting on or otherwise interacting with the Village's social media accounts for up to one (1) year. The Village Manager's decision to block an individual from posting on or otherwise interacting with the Village's social media accounts may be appealed as outlined below. In the event the poster is a minor, Village staff shall attempt to notify the parents of the poster of this action.

Individuals wishing to appeal the Village Manager's decision to remove a post or block an individual from posting on or otherwise interacting with the Village's social media accounts may

appeal, in writing, to the Village Board. Any content removed by the Village shall remain unavailable on the Village's social media accounts during the appeal process.

The Village Board shall hold a hearing on the request to appeal at a regularly scheduled Village Board meeting within thirty (30) days of receipt of the request to appeal. During the hearing, the individual whose post was removed or was blocked from posting on or otherwise interacting with the Village's social media accounts shall be permitted to contest the decision of the Village Manager as to whether such content violated this Policy and may present any testimony, argument or evidence. The Village Board shall issue a written decision on the request to appeal within fourteen (14) days of the conclusion of the hearing.

In no event shall the Village Board have the authority to permanently ban an individual from accessing, using or otherwise posting on the Village's social media accounts. However, the Village Board may ban an individual for a period of longer than one (1) year based upon the severity of the individual's conduct. In such cases, the individual shall be required to request reinstatement subject to Board approval following such period.

**Disclaimer**

Comments expressed on the Village's social media platform by individual employees do not necessarily reflect the views or positions of the Village or its Board, its officers, or its employees. Social media users should exercise their own judgment about the quality and accuracy of any information presented through social media. Similarly, those views expressed by individual Village employees on personal accounts are their own and do not represent the view of the Village or its Board.