Social Media Policy

*Statement of Purpose*

The Township Officials of Illinois (TOI or Association) currently recognizes Facebook as a social media platform. Using this technology, TOI 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 Association. Social media also provides a two-way means by which to interact with residents, visitors, media, local business owners and people who work in townships.

*Guidelines and Expectations*

“Social Media account” shall mean any of TOI’s accounts or online services that all for interaction with Association members and other stakeholders, including, but not limited to, Twitter, Facebook, and Instagram when used.

1. LIMITED PUBLIC FORUM
The Association’s social media accounts are limited public forums. TOI 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.
2. CONTENT RESTRICTIONS
Because communication via social media constitutes a limited public forum, the Association reserves the right to reject or remove (if possible) any content that is deemed in violation of this policy or any applicable law. TOI’s 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 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. 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.
Distribution of copyrighted photographs, music, video, graphics, or other content without the express permission of the copyright holder.

1. CONTENT REMOVAL
Content that is deemed not suitable for posting by the administrators of the Association’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 Association’s social media account(s).
2. NOTICE
Users and visitors to the Association’s social media accounts shall be notified that the intended purpose of the account is to serve as a mechanism for communication of the Association’s 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 TOI’s website.
3. TIME OF USE
The Township Officials of Illinois’s social media account(s) are not monitored 24/7, and as such, posts and responses should not be immediately expected. Accounts are traditionally monitored during normal business hours, designated as weekdays from 8 a.m. to 4:30 p.m., excluding holidays.