

**ONLINE PUBLISHING AND SOCIAL MEDIA POLICY**

**1.0 PURPOSE:**

This policy regarding City Websites, Social Media Pages, and Social Networking Activities (the "**Policy**") shall provide guidelines for conduct by full-time, part-time, contract, and volunteer personnel working for or on behalf of the City or any of its subsidiary bodies ("**City Employees**") who use City Websites, Social Media, and Social Networking to post information or to interact with the public on behalf of The City of Lake Forest (the "**City**") or regarding City matters. This Policy covers all tools and technology used for all City Websites, Social Media Pages, and Social Networking Activities, both currently existing and any that may be developed in the future.

**2.0 SCOPE:**

All City Employees are subject to the terms of the Policy.

**3.0 DEFINITIONS:**

- 3.1 "**City Websites**" are all websites that are owned, maintained, or controlled by the City on which information is posted for public viewing or use. The City Websites are identified on Appendix A to the Policy, which may be amended from time to time per the process required in Section 5.1.D of the Policy.
- 3.2 "**Social Media Pages**" are a web pages that provide a means for various forms of discussion and information-sharing, and include features such as social networks, blogs, video sharing, podcasts, wikis, message boards, and news media comment sharing/blogging. Social Media Pages are hosted by websites that authorize multiple users to establish, post content on, and operate their own individual Social Media Page. Technologies associated with Social Media Pages often include picture and video sharing, wall postings, e-mail, instant messaging, and music sharing. Examples of websites that host Social Media Pages include, but are not limited to, Google and Yahoo Groups (reference, social networking); Wikipedia (reference); MySpace and Facebook (social networking); YouTube (social networking and video sharing); Flickr (photo sharing); and Twitter (social networking and microblogging). The Social Media Pages used by the City are identified on Appendix B to the Policy, which may be amended from time to time per the process required in Section 5.2.A of the Policy.
- 3.3 "**Social Networking Activities**" are the activities undertaken to make and maintain connections and engage with business and/or social contacts, which include making connections through clubs, organizations, phone contacts, written correspondence or

through internet-based websites, applications, and services. The City may use a variety of web-based groups, technology, or applications for the purpose of Social Networking Activities. The City's Social Networking Activities are identified on Appendix C to the Policy, which may be amended from time to time per the process required in Section 5.3 of the Policy.

#### **4.0 RESPONSIBILITY**

- 4.1 It is the responsibility of the Office of the City Manager ("**OCM**") to act as the City's official spokesperson and maintain the City's official internet presence via City Websites, Social Media Pages, and Social Networking Activities. OCM may delegate certain elements of its responsibility to Department Heads or City Employees, as approved by the City Manager from time to time.
- 4.2 It is the responsibility of the Information Technology Department ("**IT**") to administer security and monitoring measures that support this Policy.
- 4.3 It is the responsibility of all City Departments and City Employees who publish information through City Websites, Social Media Pages, or Social Networking Activities on behalf of or related to the City, to coordinate this activity with OCM and IT. Any City Employee who identifies himself or herself as a City Employee or otherwise utilizes contact information that associates such City Employee with the City shall be deemed to be acting in an official capacity and shall be required to coordinate his or her activity with OCM and IT.
- 4.4 The responsibility for assuring complete compliance with the provisions of this Policy lies with the each City Department Director, supervisor, and City Employee. It is the responsibility of City Employees, to stay informed regarding City policies related to the activities identified in this Policy.

#### **5.0 POLICIES**

##### **5.1 City Websites.**

- A. The City Websites are and will remain the primary internet communication tool for the City.
- B. The domain names for all City Websites must be registered in the name of the City in accordance with this Policy.
- C. The City Websites are limited to those specifically identified in Appendix A, unless otherwise approved by the OCM as provided in Section 5.1.D.
- D. In order for a Department Director or City Employee to establish an additional City Website, the Department Director or City Employee must submit an

application to the OCM in the form established on Appendix D, and receive the OCM's approval for the establishment of any such site.

E. To provide a high level of quality, consistency, usability, and value to the City's web communications, the following standards must be followed for postings on City Websites:

- i. Content should provide timely information of general interest to the public and reflect the City's programs, services, initiatives, or areas of responsibility.
- ii. Content shall be approved by the OCM, or its designee, prior to posting.
- iii. Content should provide useful information to residents, businesses, visitors, and potential businesses.
- iv. City Employees are responsible for ensuring the accuracy and timeliness of all information posted.
- v. City Websites will incorporate elements to comply with the American with Disabilities Act (ADA).
- vi. To allow viewers to navigate easily through City Websites, City Employees that post content must follow the page layouts, navigation link placement, use of graphics, font styles, etc, as established from time to time by the OCM.
- vii. Any hyperlink leading to a site that is hosted by a party other than the City must contain the following disclaimer:

*By clicking this link you are now exiting The City of Lake Forest's website. The City is not responsible for and has not confirmed the accuracy of the content on the linked website. By continuing on to the linked website you are acknowledging that the City is not liable for any damage resulting from your visit to the linked website.*

F. Comments posted by the public and public discussion boards shall not be allowed on City Websites.

G. All public interaction with the City on City Websites should be routed through e-mail or any other regular business communications mechanisms that the City may establish from time-to-time.

H. All City Websites must identify that the City is the copyright holder for the content of the page. In any instance where the domain name or copyright for a

City Website has been registered to a City Employee rather than the City prior to the effective date of this Policy, such City Employee shall either (i) transfer the domain name or copyright to the City, or (ii) cease and desist in the use of such site as a City Website.

## 5.2 Social Media Pages.

- A. Prior to creating and maintaining a City-related Social Media Page, City Employees must submit an application to the OCM in the form established on Appendix E, and receive the appropriate Department Director's and OCM's approval for the establishment of any such page. City Employees must provide specific reasons for maintaining separate Social Media Pages. If approved, the Department Director and OCM will periodically review each Social Media Page. Those that do not meet the City's intended goals and objectives may be removed at any time at the sole discretion of the OCM.
- B. Comments posted by the public and public discussion boards shall not be allowed on the City's Social Media Pages.
- C. Each City Social Media Page must include an introductory statement that clearly specifies its purpose, intended audience, and topical scope. Where possible, Social Media Pages should link back to City Web Pages for forms, documents, all official communication with the City, and any other information.
- D. All Social Media Pages must be established in the City's name, and the log-in name, password for access, and a list of all City Employees having access to the password must be submitted to the OCM and kept on the form provided in Appendix F.
- E. In order to minimize public confusion, City Employees should only publish or post information under the City's official user name and profile.
- F. If a City Employee wishes to post to City-established Social Media Pages from his or her personal account, such personal account shall be subject to all of the requirements of this Policy.
- G. Real time chat features must be disabled on all Social Media Pages.

## 5.3 Social Networking Activities.

- A. In addition to City Websites and Social Media Pages, the City may engage in other social networking activities, which may include, but are not limited to, sending e-mail newsletters, sending text, SMS, or MMS messages to mobile

devices, posting content on websites or Social Media Pages that are not hosted or operated by the City.

- B. As part of its Social Networking Activities, City Employees may not engage in real time chats.
- C. Prior to engaging in Social Networking Activities on behalf of or related to the City, a City Employee must submit the application provided in Appendix G and obtain prior approval from the OCM.

#### 5.4 General Policies.

- A. City Employees granted permission to use City Websites, Social Media Pages, or engage in Social Networking Activities are responsible for complying with applicable federal, state, county and City laws, ordinances, regulations, and policies. This includes adherence to established laws and policies regarding copyright or plagiarism, records retention, the Illinois Freedom of Information Act, the Illinois Open Meetings Act, the First Amendment of the United States Constitution, and privacy and information security policies and protocols established by the City.
- B. The City reserves the right to restrict or remove any content that is hosted on City Websites or Social Media Pages that is deemed in violation of this Policy or any applicable laws.
- C. City Employees representing the City via the City Websites, Social Media Pages, or Social Networking Activities must conduct themselves at all times as representatives of the City and in accordance with all Human Resources Policies, Administrative Directives, other City policies, including without limitation the following.
  - i. City Employees posting content must follow these guiding principles:
    - a. Maintain transparency by using your real name and job title, and by being clear about your role regarding the subject.
    - b. Write and post only about your area of expertise, and if such posting is related to the City and your assignments.
    - c. Keep postings factual and accurate.
    - d. Post meaningful, respectful entries that are on topic.
    - e. Pause and think before posting. If you are about to post something that makes you even slightly uncomfortable, do not post it.

Understand that postings are widely accessible, not easily retractable, and will be around for a long time, so consider content carefully.

- f. Ensure your posting does not violate the City's privacy, confidentiality, and applicable legal guidelines for external communication.
  - g. Ensure you have the legal right to publish all materials, including photos and articles pulled from other sites. Abide by all brand, trademark, copyright, fair use, disclosure of processes and methodologies, confidentiality, and financial disclosure laws. Even when using material from copyright-free sources, always include appropriate attributions.
  - h. Remember that your postings are ultimately your responsibility.
- ii. City Employees may not post inappropriate content. Such inappropriate content may include, but is not limited to:
- a. That which directly or indirectly endorses any person or organization not directly associated with the City, unless otherwise approved by the OCM.
  - b. Commentary or personal opinions.
  - c. Photographs, music, video, graphics, or other content unless you have first obtained the written permission of the copyright holder or proof of being royalty-free.
  - d. Content in support of or opposition to political campaigns or ballot measures.
  - e. 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.
  - f. Information that may tend to compromise the safety or security of the public, public systems, or public services.
  - g. Content that violates a legal ownership interest of any other party.
  - h. Information related to legal matters, litigation, or any parties with whom the City may be in litigation.

- i. Content that violates any applicable law or encourages the violation of any applicable law.
  - j. Personal attacks, insults, or threatening language.
  - g. Private or personal material published without consent.
  - h. Profane language or obscene content.
- D. In utilizing Social Media Pages or engaging in Social Networking Activities in a personal capacity, make it clear that your postings represent your individual view and not the official position of the City and confirm that such postings have complied with this Policy.
- E. If a City Employee posts City-related information on his or her personal (non-City) Social Media Page, the policies and guidelines outlined herein also apply to such City Employee's personal (non-City) Social Media Page.
- F. All City Employees must complete the Social Media and Networking Agreement Form identified in Appendix H.
- G. City Employees may not post content to City Websites or Social Media Pages, or engage in Social Networking Activities related to the City during personal time, unless otherwise authorized by their Department Head. All posts must be made as part of the City Employees regular work schedule.

## **6.0 DISCIPLINE**

- 6.1 The various Department Directors or their designees, as may be established from time to time, are responsible for the compliance with the provisions of this Policy by City Employees under such Department Director's control and for investigating non-compliance.
- 6.2 Suspension of a City Employee's Internet access may occur when deemed necessary to maintain the operation and integrity of the City's internal network or if a City Employee has violated this Policy.
- 6.3 Internet user account and password access may be withdrawn without notice if a City Employee violates this Policy.
- 6.4 Lack of adherence to this Policy may result in disciplinary action up to and including termination.
- 6.5 If a City Employee violates any applicable Laws, the City may pursue criminal or civil action against the City Employee.

- 6.6 For any website that appears to be operating as a City Website, without receiving the appropriate approvals from the OCM, or if the OCM determines the public may perceive that any unaffiliated website expresses official views of the City, the City will notify such website that it must conspicuously post the following notice:

*This website is not affiliated with The City of Lake Forest or any of its subsidiary bodies. The views and opinions expressed in this website do not reflect the views or positions of The City of Lake Forest. The City of Lake Forest has not and cannot verify the veracity of the content of this website and is not responsible for any injury that results from the reliance on information presented on this website.*

Should any such website refuse to comply, the City will send a cease and desist notice.

## **7.0 APPENDICES:**

- A. City Websites
- B. Social Media Pages
- C. Social Networking Activities
- D. Website Application
- E. Social Media Page Application
- F. Social Networking Log
- G. Social Networking Application
- H. Social Media and Networking Agreement Form

APPENDIX A  
CITY WEBSITES

[cityoflakeforest.com](http://cityoflakeforest.com)

[lfrec.com](http://lfrec.com)

[wildlifediscoverycenter.org](http://wildlifediscoverycenter.org)

[croya.com](http://croya.com)

[deerpathgolf.com](http://deerpathgolf.com)

[lf150.com](http://lf150.com)

[gortoncenter.org](http://gortoncenter.org)

[childrensdropincenter.com](http://childrensdropincenter.com)

[insidelakeforest.com](http://insidelakeforest.com)

[enjoylakeforest.com](http://enjoylakeforest.com)

APPENDIX B

SOCIAL MEDIA PAGES

|   |   |
|---|---|
| The City of Lake Forest                               | <a href="http://www.facebook.com/pages/City-of-Lake-Forest-Illinois/184867520739?sk=info">http://www.facebook.com/pages/City-of-Lake-Forest-Illinois/184867520739?sk=info</a>                 |
| CROYA   | <a href="http://www.facebook.com/group.php?gid=2228044075&amp;ref=ts">http://www.facebook.com/group.php?gid=2228044075&amp;ref=ts</a>   |
| Wildlife Discovery Center                             | <a href="http://www.facebook.com/groups/62830410324">http://www.facebook.com/groups/62830410324</a>   |
| Lake Forest Dance Academy                             | <a href="http://www.facebook.com/pages/Lake-Forest-Dance-Academy/147351025309558">http://www.facebook.com/pages/Lake-Forest-Dance-Academy/147351025309558</a>                                 |
| The City of Lake Forest 150 <sup>th</sup> Anniversary | <a href="http://www.facebook.com/pages/The-City-of-Lake-Forest-150th-Anniversary/161521457225742">http://www.facebook.com/pages/The-City-of-Lake-Forest-150th-Anniversary/161521457225742</a> |
| Inside Lake Forest                                    | <a href="http://www.facebook.com/pages/Inside-Lake-Forest/51036668789">http://www.facebook.com/pages/Inside-Lake-Forest/51036668789</a>   |
| Elawa Farm  | <a href="http://www.facebook.com/elawafarm#!/elawafarm?sk=info">http://www.facebook.com/elawafarm#!/elawafarm?sk=info</a>   |
|   |   |
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|-------------------|---|
| Enjoy Lake Forest | <a href="http://www.youtube.com/user/EnjoyLakeForest">http://www.youtube.com/user/EnjoyLakeForest</a> |
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## APPENDIX C

### SOCIAL NETWORKING ACTIVITIES

#### Constant Contact E-Mail Newsletters

The City of Lake Forest Office of the City Manager

The City of Lake Forest Parks and Recreation Department

#### Patch Postings

Senior Center

Gorton

APPENDIX D  
WEBSITE APPLICATION

Applicant: \_\_\_\_\_ Department: \_\_\_\_\_

Proposed Domain Name: \_\_\_\_\_

Domain Host: \_\_\_\_\_

Reason for Establishing new site:

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Alternatives Considered ( i.e., What existing websites or pages may be appropriate for hosting this information?):

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Which employees will be authorized to post content to the site?

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How often do you expect employees to post content?

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Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

Denied by: \_\_\_\_\_ Date: \_\_\_\_\_

APPENDIX E  
SOCIAL MEDIA APPLICATION

Applicant: \_\_\_\_\_ Department: \_\_\_\_\_

Host Site: \_\_\_\_\_

Reason for Establishing new site:

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Alternatives Considered ( i.e., What existing websites or pages may be appropriate for hosting this information?):

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Which employees will be authorized to post, have access to the password, and act as moderators?

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How often do you expect employees to post content?

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How often will employees moderate content posted by the public?

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Approved by: \_\_\_\_\_ Date: \_\_\_\_\_



APPENDIX G

SOCIAL NETWORKING APPLICATION

Applicant: \_\_\_\_\_ Department: \_\_\_\_\_

Type of Social Networking (i.e., e-mail newsletter, posting on blogs):

\_\_\_\_\_

Which employees will be authorized to disseminate content?

\_\_\_\_\_

\_\_\_\_\_

How often do you expect employees to disseminate content?

\_\_\_\_\_

Who will have final editorial control over content disseminated? \_\_\_\_\_

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

Denied by: \_\_\_\_\_ Date: \_\_\_\_\_

APPENDIX H

SOCIAL MEDIA AND NETWORKING APPROVAL/AGREEMENT FORM

Name: \_\_\_\_\_ Position/Title: \_\_\_\_\_

Department: \_\_\_\_\_ Section: \_\_\_\_\_

Authorized to Access the following City Websites, Social Media Pages, and Social Networking:

\_\_\_\_\_  
\_\_\_\_\_

Approved by Department Director: \_\_\_\_\_

(Signature)

(Date)

Approved by Communications Manager \_\_\_\_\_

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(Signature)

(Date)  
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I have received the Online Publishing and Social Media Policy (the "**Policy**") I agree to use City Websites, City-approved Social Media Pages, and engage in Social Networking Activities for City business only as appropriate and in compliance with this Policy. I understand that I must have approval from my Department Director and the OCM to use City Websites, Social Media Pages, or engage in Social Networking on behalf of the City. I also understand that I am responsible for all postings made by me on City Websites, Social Media Pages, or in Social Networking Activities including those made in the comments sections. I further understand that this Policy also applies to City-related postings made by me via personal (non-City) websites, Social Media Pages, and Social Networking Activities, and I agree to adhere to the guidelines in this Policy when so doing.

I acknowledge that all content on City Websites, City-approved Social Media Pages or in Social Networking Activities are considered to be City property and will be monitored by officials of the City. I understand that employees do not have privacy rights in the use of City Websites, Social Media Pages, and in Social Networking Activities, and the postings, data, access to or distribution of such materials is subject to all applicable laws.

I agree to abide by all security procedures as set forth by IT, before accessing or posting publishing content on City Websites, City-approved Social Media Pages, or via Social Networking Activities. I acknowledge that any violation of the rules and guidelines set forth in this Policy or in any current or future modified Human Resources Policy and Procedure (# \_\_\_\_\_ Social Media Policy), can be grounds for disciplinary action, up to and including termination of my employment.

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

# 9802389\_v3.

## SOCIAL MEDIA ADDENDUM

THIS AGREEMENT ("*Agreement*") is entered into by and between Svanaco, Inc., d/b/a Americaneagle.com ("*Contractor*"), with its principal place of business located at One South Northwest Highway, Park Ridge, Illinois 60068, and The City of Lake Forest, Illinois (the "*City*"), 220 E. Deerpath, Lake Forest, Illinois 60045 and shall be effective as of \_\_\_\_\_ ("*Effective Date*").

### RECITALS

WHEREAS, Contractor is engaged in the business of the creation and maintenance of internet websites; and

WHEREAS, the City is an Illinois home rule special charter municipal corporation validly existing and in good standing under the laws of the State of Illinois; and

WHEREAS, Contractor has entered an agreement with the City dated September 25, 2012 (the "*Existing Agreement*") regarding the construction of, and ongoing maintenance services for, a website for the City (the "*Website*"); and

WHEREAS, as part of the ongoing services provided by the Contractor to the City, the City wishes to have the Contractor link or post certain content from the City's which may include but are not limited to the City's Facebook, YouTube, LinkedIn and Twitter pages (the "*Social Media Pages*"); and

WHEREAS, the City has an existing Social Media Policy dated February 29, 2012 (the "*Social Media Policy*") that governs posting to Social Media Pages; and

WHEREAS, the City wishes to authorize and direct the Contractor to post content to the Social Media Pages in compliance with the Social Media Policy as authorized herein;

**NOW, THEREFORE**, in consideration of the foregoing recitals and the mutual covenants and agreements set forth below and other good and valuable consideration, the sufficiency of which the parties hereto acknowledge, the parties hereby agree as follows:

1. **Services.** Contractor will post content to the Social Media Pages at the City's direction as part of the ongoing maintenance services provided under, and pursuant to the terms of, the Existing Agreement. All services rendered under this Agreement must be in compliance with the City's Social Media Policy and any terms and conditions provided by the individual Social Media Sites. Contractor will only post content that has been approved by the City to the Social Media Pages.
2. **Price and Payment Terms.** The retainer and fees charged for ongoing elective services under the Existing Agreement are deemed to include posting content to the Social Media Pages under the terms of this Agreement.

3. **Termination.** This Agreement shall be effective on the Effective Date, and will remain in effect until the Existing Agreement is terminated, or upon 15 days notice by either party, whichever is sooner.
4. **Confidentiality.** In order to post content to the City's Social Media Pages, the Contractor will have access to certain confidential passwords and login information for various Social Media Sites ("**Login Information**"). Contractor shall not in any way alter the Login Information or disclose the Login Information to any third party and shall use it for the sole purpose of performing its services under this Agreement. At the conclusion of this Agreement, the Contractor shall either return the Login Information in its possession (including all copies) or shall, at the City's discretion, destroy the Login Information (including all copies) and certify its destruction to the City.
6. **Enforcement.** In the event of any breach under this Agreement, the non-breaching party shall be entitled to seek any remedy at law or in equity to protect its rights and interests under this Agreement.
7. **Existing Agreements.** This Agreement is intended to function as an addendum to the Existing Agreement and hereby incorporates the terms of the Existing Agreement. While this Agreement and the Existing Agreement are intended to be read in concert, should a conflict arise between the terms of this Agreement and the Existing Agreement, the terms of this Agreement shall control.

SIGNED BY:  
SVANACO, INC., d/b/a AMERICANEAGLE.COM

BY: \_\_\_\_\_  
Michael Svanascini, President

DATE: \_\_\_\_\_

THE CITY OF LAKE FOREST

BY: \_\_\_\_\_

DATE: \_\_\_\_\_