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**THE VILLAGE OF TINLEY PARK**

**Cook County, Illinois**

**Will County, Illinois**

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**RESOLUTION  
NO. 2020-R-088**

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**A RESOLUTION AUTHORIZING A SOCIAL MEDIA POLICY**

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**JACOB C. VANDENBERG, PRESIDENT  
KRISTIN A. THIRION, VILLAGE CLERK**

**CYNTHIA A. BERG  
WILLIAM P. BRADY  
WILLIAM A. BRENNAN  
DIANE M. GALANTE  
MICHAEL W. GLOTZ  
MICHAEL G. MUELLER  
Board of Trustees**

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**RESOLUTION NO. 2020-R-088**

**A RESOLUTION AUTHORIZING A SOCIAL MEDIA POLICY**

**WHEREAS**, the Village of Tinley Park, Cook and Will Counties, Illinois, is a home rule municipal corporation as provided in Article VII, Section 6 of the 1970 Constitution of the State of Illinois and, pursuant to said constitutional authority, may exercise any power and perform any function pertaining to its government and affairs for the protection of the public health, safety, morals and welfare government and affairs for the protection of the public health, safety, morals and welfare; and

**WHEREAS**, the Village of Tinley Park uses several social media platforms as tools to provide information to residents, businesses and visitors; and

**WHEREAS**, the Corporate Authorities of the Village of Tinley Park, Cook and Will Counties, Illinois, have determined that it is in the best interest of said Village of Tinley Park to adopt the attached social media policy, attached hereto as **EXHIBIT 1**, to establish the Village of Tinley Park's general standards and responsibilities for the acceptable use of these social media tools. This policy governs the use, administration, management, monitoring and retention of social media and social media content.

**NOW, THEREFORE, Be It Resolved** by the President and Board of Trustees of the Village of Tinley Park, Cook and Will Counties, Illinois, as follows:

**SECTION 1:** The foregoing recitals shall be and are hereby incorporated as findings of fact as if said recitals were fully set forth herein.

**SECTION 2:** Any policy, resolution, or ordinance of the Village that conflicts with the provisions of this Resolution or the attached Policy shall be and is hereby repealed to the extent of such conflict.

**SECTION 3:** That the Village Clerk is hereby ordered and directed to publish this Resolution in pamphlet form, and this Resolution shall be in full force and effect from and after its passage, approval, and publication as required by law.

Section 4: That this Resolution shall take effect from and after its adoption and approval.

**ADOPTED** this 15<sup>TH</sup> day of September, 2020, by the Corporate Authorities of the Village of Tinley Park on a roll call vote as follows:

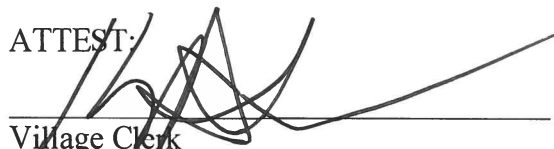
**AYES:** Berg, Brady, Brennan, Galante, Glotz, Mueller

**NAYS:** None

**ABSENT:** None

**APPROVED** this 15<sup>th</sup> day of September, 2020, by the President of the Village of Tinley Park.

ATTEST:

  
\_\_\_\_\_  
Village Clerk

  
\_\_\_\_\_  
Village President Pro-Tem

**EXHIBIT 1**  
**SOCIAL MEDIA POLICY**

## VILLAGE OF TINLEY PARK SOCIAL MEDIA POLICY

1. The Marketing Department is responsible for acting as the Village's central public information center and will monitor the content on each of the Village's social media platforms to ensure:
  - a. A consistent Village-wide message is being conveyed; and
  - b. Adherence to the Social Media Policy. The Marketing Director/Village Manager reserves the right to direct any department to modify social media content based on best practices and industry norms.
2. All Village social media accounts are extensions of the Village of Tinley Park website and users seeking additional information should be directed to the website, when possible.
3. The Freedom of Information Act applies to social media content and therefore content must be able to be managed, stored and retrieved to comply with these laws. Social media content developers will keep electronic copies of all messages created for and distributed on social media platforms by the Village of Tinley Park. When deleting comments or posts, staff should save a screen shot of the content being deleted.
4. Social media records are archived in a system that preserves the context of communications, including conversation threads and media, to ensure completeness and availability of relevant information when records are requested.
5. A procedure for approving, prior to posting, shall be established by the Marketing Director/Village Manager. Guidelines shall be issued for all social media content that is posted on the Village's social media accounts, including the designation of one or more sources of content approval. All department social media guidelines and policies must be consistent with this policy.
6. No Village department may establish or use or terminate a social media identity, account, profile, page or site (collectively, social media account(s)) without the approval of the Village Manager.
7. No information or link (hyperlink) to any internet site or other materials or communications may be posted, or approved for posting, on a Village social media outlet that is not directly related (as determined by the Marketing Director/Village Manager) to the mission, services and business objectives of the Village of Tinley Park.
8. Social media accounts established by the Village are to be used for Village and department business purposes only. Use for communications and postings of third-party advertising or political information is prohibited. Third-party advertising will be removed or disabled on official Village social media pages. If this is not possible, a statement should be added to the effect that the Village does not authorize or endorse any advertisement on the site.
9. Only employees approved by the Village Manager or his/her designee are authorized to use and administer official Village of Tinley Park social media sites. No employee may establish any social media account in the name of or on behalf of the Village or Village department. This requirement applies regardless of whether the account is established, accessed or used by means of Village information systems or by means of the employee's or others' information systems, and regardless of whether the account is established, accessed or used from Village or non-Village premises.
10. Employees and officials representing the Village of Tinley Park on social media outlets must conduct themselves at all times as representatives of the Village of Tinley Park. Employees are expected to be attentive and careful in their use of social media. Employees should be aware that their use of social media may be perceived as representing the Village and Village government, and should tailor their use accordingly. All Village of Tinley Park employees and officials utilizing social media in an official Village of Tinley Park capacity should:
  - a. Respect all Village of Tinley Park stakeholders;
  - b. Keep all interactions factual and accurate;

- c. Publicly correct any information that has been communicated that is later found to be in error;
  - d. Maintain transparency, openness and honesty in all interaction;
  - e. Provide links to credible sources of information to support interactions, when possible;
  - f. Respect the generally-accepted rules of the social media platform while protecting privacy and permissions;
  - g. Post meaningful, respectful comments; no spam and no remarks that are off-topic or offensive;
  - h. Never comment on anything related to legal matters, litigation or any parties with which the Village may be in litigation, without the appropriate approval; and
11. Employees must report unauthorized uses of Village social media or Village social media accounts to the head of their department or the Marketing Director.
  12. All profiles and Village social media pages should be clearly identified as official Village of Tinley Park assets, using the Village or Department logo as the identifying image. All social media pages shall have Village of Tinley Park contact information prominently displayed, including physical address, phone numbers, business hours, etc. All profiles and Village social media pages must prominently display links to the Village's official website: [www.tinleypark.org](http://www.tinleypark.org).
  13. When negative comments are posted on a social media platform, responsible staff should address the issue offline, either by email, phone or in person.
  14. The below terms of use agreement must be posted on each social media account established and maintained by the Village of Tinley Park, whenever such capability exists. The agreement shall also be posted to [www.tinleypark.org](http://www.tinleypark.org) for easy access:

#### TERMS OF USE STATEMENT

*Please keep all comments clean and appropriate. Inappropriate comments are subject to deletion by the account administrator. Prior to deleting any comments or posts, the Village will consult with the Village attorney to ensure such deletion does not violate the First Amendment. Users who do not comply with the posting guidelines will be contacted by an administrator and banned from posting any more information to this site. This forum is not monitored at all times. Please do not use this forum to report emergency situations or time-sensitive issues.*

*Please keep the following guidelines in mind when posting:*

- *The Village does not allow graphic, obscene or explicit comments or submissions that, at the Village's sole discretion, are abusive, threatening, hateful, inflammatory, intended to defame anyone or any organization, or suggest or encourage illegal activity.*
- *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, gender identity or sexual orientation will not be tolerated.*
- *Content posted by persons whose profile picture or avatar, username or e-mail address contains any of the aforementioned prohibited conduct will not be tolerated.*
- *Comments which include personally identifiable information, such as an address, phone number, Social Security number or other sensitive information will be removed.*
- *Conduct in violation of any federal, state or local law will not be tolerated.*

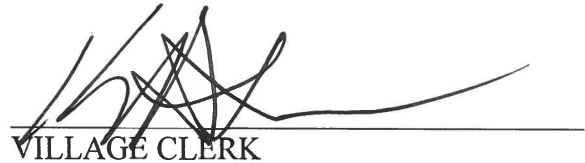
- *Comments not related to the original topic or comments that are obnoxious, random or unintelligible will not be tolerated. Content should be related to the subject matter of the social media site where it is posted.*
- *Content that violates a legal ownership interest, such as copyright, of any party will not be tolerated.*
- *The Village does not allow solicitations or advertisements. This includes promotion or endorsement of any commercial, financial, non-governmental, non-profit or religious agency/organization. The Village reserves the right to, from time to time or on an ongoing basis, allow commercial messages or advertisements at its sole discretion.*
- *This page is used for Village and department business purposes. Comments in support of or in opposition to any political beliefs, campaigns or ballot measures will not be tolerated.*
- *The appearance of external links on this site does not constitute official endorsement on behalf of the Village of Tinley Park.*
- *The Village will not allow attempts to defame or defraud any person or financial, commercial or governmental agency and the Village does not allow information intended to compromise the safety or security of the public or public systems.*
- *No copyrighted material should be posted or linked to the Village's social media site, by the Village, unless such authorization has expressly been given by the proper parties.*
- *All comments are subject to public records law. Visitors to the site should have no expectation of privacy or confidentiality with respect to any content posted to the site, and the Village has no responsibility for maintaining any such privacy or confidentiality.*
- *Opinions expressed by visitors to the site do not reflect an endorsement or opinion on the part of the Village of Tinley Park. The Village of Tinley Park, Illinois does not necessarily agree with content posted by Village of Tinley Park social media users. No comments on any social media outlets constitute a binding representation, agreement or an endorsement on the part of the Village of Tinley Park.*
- *You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.*

STATE OF ILLINOIS        )  
COUNTY OF COOK         )     SS  
COUNTY OF WILL         )

CERTIFICATE

I, KRISTIN A. THIRION, Village Clerk of the Village of Tinley Park, Counties of Cook and Will and State of Illinois, DO HEREBY CERTIFY that the foregoing is a true and correct copy of Resolution No. 2020-R-088, “A RESOLUTION AUTHORIZING A SOCIAL MEDIA POLICY”, which was adopted by the President and Board of Trustees of the Village of Tinley Park on September 15, 2020.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the corporate seal of the Village of Tinley Park this 15<sup>th</sup> day of September, 2020.

  
VILLAGE CLERK





**CONTRACT AND DOCUMENT APPROVAL CHECKLIST**

Ordinance/Resolution No: 2020-R-088 Social Media Policy

Exhibits Attached: Yes  No

Contracting Party/Vendor: \_\_\_\_\_

Contract Contact Info: \_\_\_\_\_

Bid Opening Date (If applicable): \_\_\_\_\_

Mylar (Rcvd by Clerk's Office): Y/N - Date Sent for Recording: \_\_\_\_\_ Date Recorded: \_\_\_\_\_

Certificates of Insurance Received: Yes  No

Contract Expiration: Date: \_\_\_\_\_

Signature of Contracting Party received: Yes  Date: \_\_\_\_\_

Staff Review Date: \_\_\_\_\_ Approved Via: \_\_\_\_\_ By: \_\_\_\_\_

Attorney Review: Date: \_\_\_\_\_ Approved Via: \_\_\_\_\_ By: \_\_\_\_\_

Village Manager Review: Date: 9/11/2020 Approved Via: IN PERSON By: PC

Committee Review Date: 9/1/2020 Committee Type: COW

Committee Approval Date: 9/1/2020 Committee Type: COW

Village Board Meeting: Date: 9/15/2020

Village Board Approval: Date: 9/15/2020 Approved: X Denied: \_\_\_\_\_

**Notes:**

8/18/2020 - Marketing Committee