

# Social Media Policy



(Adopted 12/2022)

## **Preamble**

Interactive communication with the Springfield Park District through social media enables customers to communicate in a direct and meaningful way. The Springfield Park District engages customers through many social media websites, including, but not limited to, springfieldparks.org, Facebook, Instagram, Twitter, YouTube, TikTok, LinkedIn and other similar social media. Springfield Park District maintains multiple accounts on Facebook, including but not limited to the Springfield Park District, Henson Robinson Zoo, Washington Park Botanical Gardens, Thomas Rees Memorial Carillon, Nelson Center, Funshop, Special Recreation, Erin's Pavilion, Velasco Tennis Center, and Golf. and other future sites. This document pertains to all Springfield Park District social media accounts and websites maintained by Springfield Park District, whether it is the District's main social media account, or accounts of District subordinate sites, such as Henson Robinson Zoo, Nelson Center, Erin's Pavilion, etc.

This policy establishes procedures for the administration and use by the Springfield Park District of Internet resources commonly referred to as "social media sites." The purpose for use of social media sites is to obtain and disseminate information useful to and about the Springfield Park District as well as engage with the surrounding community. The Springfield Park District encourages the use of social media to further the goals of the Springfield Park District, subject to the terms and conditions set forth in this social media policy.

The Springfield Park District's primary and predominant internet presence is the District's website ([www.springfieldparks.org](http://www.springfieldparks.org)). The Springfield Park District's social media sites are intended to supplement its website. A Springfield Park District social media site is not intended to be a public forum and the comments and discussions that take place on the site will be moderated by the Springfield Park District for compliance with this policy and the terms of use of the respective social media site.

This social media policy is subject to amendment or modification at any time. Please be aware that when engaging with the Springfield Park District over social media, you agree to the following:

### **§1. Applicability of Local Records Act (LRA, 50 ILCS 205/3) and Freedom of Information Act (FOIA, 5 ILCS 140/)**

The Springfield Park District content, images, and video ("records" as defined by the Acts) shared with the public through external social media websites is subject to and governed by the LRA and FOIA. Data covered by these Acts also includes comments made or information shared by the public on the District's social media sites.

### **§2. Record Retention**

For purpose of compliance with the Acts, any records (See §1.) created or hosted on the District's social media accounts/sites will be retained for three (3) calendar years after the date of posting, after which time they will be deleted. The District shall make reasonable efforts to make copies of all content posted to the site(s) and retain it in compliance with this policy.

### **§3. Commenting on a Springfield Park District Social Media Account**

The Springfield Park District shares information, images, and video with the public through external social media websites. Comments made by the public to these sites are reviewed by Springfield Park District. A comment may be deleted if it violates the terms of this policy. The Springfield Park District, in its sole discretion, reserves the right to remove content from Springfield Park District social media accounts at any time when the content violates this policy or any applicable law. The Springfield Park District also reserves the right to deny access to Springfield Park District social media sites for any individual who violates this policy or any applicable law, at any time and without prior notice or appeal.

Comments should relate to the posted topic for the Springfield Park District's social media page or post. Springfield Park District

media accounts are not meant for general comments unrelated to the social media website or district program. For general comments or concerns regarding, relating, or referring to Springfield Park District, please visit [www.springfieldparks.org](http://www.springfieldparks.org) or call 217-544-1751 ext. 1014.

You and any information you share with or post to official Springfield Park District social media accounts are subject to the terms of use of the host site and may be used by the owners of the host site or the Springfield Park District for its own purposes. For more information, consult the host website's terms of use. Springfield Park District social media accounts or biographies are not open to comments promoting or opposing any person campaigning for election to a political office, or promotion or advertisement of a business or commercial transaction. Profanity, hate speech, or the use of obscene, threatening, or harassing language is prohibited and will be removed.

Personal attacks of any kind or offensive comments that target or disparage any specific person, group, ethnicity, race, age, or religious group, gender, sexual orientation, or disability status are prohibited. The Springfield Park District has a Conduct Policy that includes cyber activity. Please refer to our policy ([www.springfieldparks.org](http://www.springfieldparks.org)).

Comments advocating illegal activity or posting of material that violates intellectual property rights of others are prohibited. Springfield Park District social media sites and any content maintained in a social media format that is related to District business may be a public record subject to public disclosure under the Illinois Freedom of Information Act.

#### **§4. User-Created Content**

Where the host website allows users to post content, users are welcome to submit or post content they create (including photographs and videos) to an official Springfield Park District social media page. However, the content must meet the standards articulated in both the host website's terms of use as well as this social media policy and pertain to the subject of the social media site. Users may only post their own, original content. Reproduced or borrowed content that reasonably appears to violate third party rights will be removed.

#### **§5. Reasonable Accommodation**

Every effort is made to ensure that the Springfield Park District's website ([www.springfieldparks.org](http://www.springfieldparks.org)) is accessible to individuals with a disability. Host sites maintain accessibility separately. To request a reasonable accommodation when accessing Springfield Park District social media sites, please contact the Executive Director at 217-544-1751 ext. 1000.

#### **§6. Park District Employees**

Springfield Park District employees who are not members of the Springfield Park District's Social Media Team may choose to "follow", "like", or comment on Springfield Park District's social media accounts while using their own personal social media profile(s). When doing so, Springfield Park District employees are encouraged to disclose that any comment made through their personal account is their own, and not a statement made on behalf of Springfield Park District. Any comment(s) made should adhere to all applicable district privacy and confidentiality policies and be mindful of intellectual property rights of both other users and Springfield Park District.

It is recommended that employees maintain separation between Springfield Park District social media account(s) and their personal social media account(s). When separation is not feasible (such as on LinkedIn), employees should be mindful to ensure that any recommendations or endorsements made are derived from personal opinions, and do not necessarily represent an opinion on behalf of the Springfield Park District. Employees should not use Springfield Park District's name, logos, images, or iconography to promote (or discourage) a personal endeavor, cause, political candidate, or party, except as permitted by law.

No such activities should be conducted while on work time. Employees commenting on social media or other online sites or in any publicly viewable mode of communication must limit their comments to matters of public concern; commenting on matters that are work-specific, proprietary, confidential, or which the employee would only know as a consequence of employment with the Springfield Park District is strictly prohibited.

#### **Questions or Concerns**

Questions or concerns regarding Springfield Park District's social media activity or this Social Media Policy should be submitted to the Executive Director at 217-544-1751 ext. 1000.