

Social Media Policy

Statement of Purpose

The Marseilles Police Department recognizes that social media platforms like Facebook have become mainstream forms of communication among residents, media outlets, government agencies, businesses and others. Using this technology, the Marseilles Police Department has additional avenues by which to share news releases, inform the public of projects, initiatives and general city service information, 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 the Marseilles Police Department. Social media also provides a two-way means by which to interact with residents, visitors, media, local business owners and people who work in the City.

Guidelines and Expectations

“Social media account” shall mean any of the Marseilles Police Department’s accounts or online services that allow for interaction with City residents and other stakeholders, including, but not limited to, Facebook.

A. LIMITED PUBLIC FORUM

The Marseilles Police Departments’ social media accounts are limited public forums. The Marseilles Police Department 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.

B. CONTENT RESTRICTIONS

Because communication via social media constitutes a limited public forum, the Marseilles Police Department reserves the right to reject or remove (if possible) any content that is deemed in violation of this policy or any applicable law. Marseilles Police Department 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:

- Comments unrelated to the purpose and topical scope of the page.
- Defamatory, threatening or profane language.
- 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.
- Sexual content or links to sexual content.
- Solicitations of commerce.
- Personally identifiable information, such as an address, phone number, social security number or other sensitive information.
- 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.
- Promotion or advertisement in favor of, or in opposition to a political campaign, ballot measure or candidate.
- Conduct or encouragement of illegal activity.
- Distribution of copyrighted photographs, music, video, graphics or other content without the express permission of the copyright holder.

C. CONTENT REMOVAL

Content that is deemed not suitable for posting by the administrators of the Marseilles Police Departments' 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 Marseilles Police Departments' social media account(s).

D. NOTICE

Users and visitors to the Marseilles Police Department social media accounts shall be notified that the intended purpose of the account is to serve as a mechanism for communication of local 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 the City of Marseilles website and linked to the Marseilles Police Department social media pages as allowed.

E. TIME OF USE

The Marseilles Police Department social media accounts 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.

F. ACCESSIBILITY

When possible, and as technology allows, staff will make every effort to ensure that photos and videos posted to social media accounts are accessible to all, including those with visual or auditory impairments, by using available alt text, closed captioning or other assistive features.

G. EMERGENCY NOTICE

As the Marseilles Police Departments' social media accounts are not monitored 24/7, users are advised NOT to use the Marseilles Police Departments' social media accounts to report a crime or emergency situation. Crime reports and requests for police, fire or emergency medical assistance must be made by dialing 9-1-1.

This policy will be reviewed, at a minimum, annually and will be updated as necessary.