Social Media Policy

(Adopted 11/2017)

Communicating with the Winfield Park District through social media enables customers to communicate in a direct and meaningful way. The Winfield Park District Winfield engages customers through many social media websites, including, but not limited to, winfieldparkdistrict.com, winfieldparkdistrict.org, winfieldparkdistrict.net, Facebook, Twitter, YouTube, Foursquare, Flickr, LinkedIn, Pinterest and other similar social media. Winfield Park District maintains multiple accounts on social media websites, including, but not limited to: Hedges Station Museum, Veteran's Memorial, Winfield In Action, WDSRA and other future sites. This document pertains to all Winfield Park District social media accounts and websites maintained by Winfield Park District.

This policy establishes procedures for the administration and use by the Winfield 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 Winfield Park District. The Winfield Park District encourages the use of social media to further the goals of the Winfield Park District, subject to the terms and conditions set forth in this social media policy.

The Winfield Park District's primary and predominant internet presence is the District's website (www.winfieldparkdistrict.com). The Winfield Park District's social media sites are intended to supplement its website. A Winfield 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 Winfield 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 Winfield Park District over social media, you agree to the following:

Commenting on a Winfield Park District Social Media Account

The Winfield 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 Winfield Park District. A comment may be deleted if it violates the terms of this policy. The Winfield Park District, in its sole discretion, reserves the right to remove content from Winfield Park District social media accounts at any time when the content violates this policy or any applicable law. The Winfield Park District also reserves the right to deny access to Winfield Park District social media sites for any individual who violates this policy or any applicable law, at any time and without prior notice.

Comments should relate to the posted topic for the Winfield Park District's social media page or post. Winfield 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 Winfield Park District, please visit www.winfieldparkdistrict.com or call 630-653-3811 ext 112.

You and any information you share with or post to official Winfield 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 Winfield Park District for its own purposes. For more information, consult the host website's terms of use.

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winfieldparkdistrict.com

Winfield Park District social media accounts or blogs 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.

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 Winfield Park District has a Conduct Policy that includes cyber activity. Please refer to our policy (https://winfieldparkdistrict.com/policies).

Comments advocating illegal activity or posting of material that violates intellectual property rights of others are prohibited. Winfield 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.

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 Winfield 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.

Reasonable Accommodation

Every effort is made to ensure that the Winfield Park District's website (www.winfieldparkdistrict.com) is accessible to individuals with a disability. Host sites maintain accessibility separately. To request a reasonable accommodation when accessing Winfield Park District social media sites, please contact the Executive Director at 630-653-3811 ext 112.

Park District Employees

Winfield Park District employees who are not members of the Winfield Park District's Social Media Team may choose to "follow", "like", or comment on Winfield Park District's social media accounts while using their own personal social media profile(s). When doing so, Winfield 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 Winfield 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 Winfield Park District.

It is recommended that employees maintain separation between Winfield 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 Winfield Park District. Employees should not use Winfield 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.

Questions or Concerns

Questions or concerns regarding Winfield Park District's social media activity or this Social Media Policy should be submitted to the Executive Director at 630-653-3811 ext 112.