



308 W State Street
Sycamore, Illinois 60178
Main Phone: 815-895-4515

City of Sycamore Social Media Terms of Use Policy

Statement of Purpose

The City of Sycamore ("City") recognizes that social media platforms like Facebook, Instagram, X (formerly Twitter), YouTube, and NextDoor have become mainstream forms of communication among residents, media outlets, government agencies, businesses, and others. Using this technology, the City 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 City.

The City of Sycamore's presence on social media sites is intended for informational purposes only. If you wish to contact the City of Sycamore, please visit the City's official website at www.cityofsycamore.com or call the City at 815-895-4515.

Guidelines and Expectations

"Social media account" shall mean any of the City of Sycamore's accounts or online services that allow for interaction with City residents and other stakeholders, including, but not limited to, Facebook, Instagram, X (formerly Twitter), and YouTube. These accounts include the Sycamore Police Department and Sycamore Fire Department.

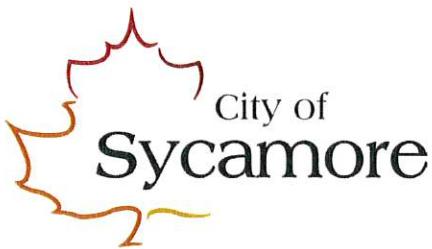
A. LIMITED PUBLIC FORUM

The City's social media accounts are limited public forums. The City 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 City reserves the right to reject or remove (if possible) any content that is deemed in violation of this policy or any applicable law. City 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:

1. Content containing actual defamation against a person, either as determined by a court or content that is patently defamatory by easily discovered facts.
2. Threats which indicate an intent to commit an unlawful act of violence against an individual or group of individuals.
3. Content promoting or encouraging violence or illegal activity.
4. Content that promotes, fosters, or perpetuates discrimination based on race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation in violation of applicable law, or to the extent that such content does not constitute protected speech under the First Amendment.



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5. Content with malware or malicious content (or links to the same) that can affect the normal functionality of a computer, mobile device, server, or browser.
6. Content that contains a hyperlink to any website other than those controlled by the City of Sycamore or another governmental entity. This will be done without regard to the viewpoint of the content containing such a link or the content of the site to which the link redirects.
7. Comments unrelated to the purpose and topical scope of the page.
8. Content containing personal information (e.g., birthdates, social security numbers, personal addresses or phone numbers, etc.) or information the release of which violates another person or entity's legal rights.
9. Content containing obscenity, which is defined as sexually explicit and/or pornographic content that is patently offensive, appeals to prurient interest, and lacks serious literary, artistic, political, or scientific value.
10. Profanity, as determined by the profanity filters offered through each social media platform.
11. 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.
12. Promotion or advertisement in favor of, or in opposition to, a political campaign, ballot measure or candidate.
13. Distribution of copyrighted photographs, music, video, graphics, or other content without the express permission of the copyright holder.
14. Duplicate content posted repeatedly within a short period of time.

This list is not intended to be exhaustive. The City of Sycamore respects constitutionally protected free speech but reserves the right to remove content that is not protected speech under the First Amendment and relevant case law. Each private social media enterprise maintains a "Terms of Use" agreement. All comments posted to any City social media platform are bound by those Terms of Use agreements, and the City reserves the right to report any user violation to the respective enterprise.

C. CONTENT REMOVAL

Content that is deemed not suitable for posting by the administrators of the City's 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. Once documented, the content may be hidden/removed from the social media account(s).

D. NOTICE

Users and visitors to the City's social media accounts shall be notified that the intended purpose of the account is to serve as a mechanism for communication of City 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's website and linked to, as technology allows, from each of the City's social media accounts.



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E. ADMINISTRATION OF ACCOUNTS

The City of Sycamore's website and social media accounts are maintained and monitored by City staff to ensure that posted comments are constructive and suitable for all readers while respecting a range of opinions and points of view. Content posted by a member of the public is the opinion of that individual only, and its presence on the site does not imply the endorsement, agreement, or necessarily reflect the opinions or policies of the City of Sycamore.

The City's accounts are generally monitored during regular business hours; they are not monitored 24/7. The City is not obligated to respond to comments, content, or messages sent via social media.

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

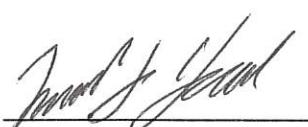
As the City's social media accounts are not monitored 24/7, users are advised NOT to use the City's social media accounts to report a crime or emergency. Crime reports and requests for police, fire or emergency medical assistance must be made by dialing 9-1-1.

H. DISCLAIMER

The City of Sycamore reserves the right to update this Terms of Use Policy at any time. The City's primary and predominant Internet presence is the City's official website at <https://cityofsycamore.com>, and no other website or social media site shall characterize itself as such.

Except to the extent required by law, commercial use of the materials on this site is prohibited without the prior written permission of the City. Some of the links on the City's social media pages may lead to resources outside the control of the City of Sycamore. The presence of these links should not be construed as an endorsement by the City of these sites or their content. The City is not responsible for the content of any such external site.

Except to the extent required by law, communications made through and comments made on the City's social media accounts shall in no way be deemed to constitute legal notice to the City of Sycamore or any of its agencies, officers, employees, agents, or representatives with respect to any existing or potential claim or cause of action against the City, its officers, employees, agents, or representatives where notice to the City is required by any federal, state, or local laws, rules, or regulations.


Michael Hall, City Manager

Adopted: 6/13/24