

ORDINANCE NO. 2079

**AN ORDINANCE REGARDING SOCIAL MEDIA USE BY THE MUNICIPALITY AND BY ITS EMPLOYEES**

**FOR THE CITY OF NOKOMIS, ILLINOIS**

WHEREAS, the Illinois Municipal Code, 65 ILCS 5/1-2-1, provides that the corporate authorities of each municipality may pass all ordinances and make all rules and regulations proper or necessary, to carry into effect the powers granted to municipalities, with such fines or penalties as may be deemed proper; and

WHEREAS, The City understands that the use of social media by the City, its employees, and constituents presents opportunity for rapid and constant communication and also accompanying risks and responsibilities, the City establishes the following guidelines for acceptable use of social media; and

WHEREAS, should any section or provision of this Ordinance or the adopted Social Media Use Policy be declared to be invalid, that decision shall not affect the validity of this Ordinance or adopted Social Media Use Policy as a whole or any part thereof, other than the part so declared to be invalid;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF NOKOMIS, ILLINOIS:

Section 1. The Social Media Use Policy, included as Exhibit A to this Ordinance, is hereby adopted.

Section 2. This Ordinance shall be in full force and effect immediately.

PASSED THIS 24<sup>th</sup> day of May, 2021.

AYES: 5  
NAYS: \_\_\_\_\_  
ABSENT: \_\_\_\_\_

APPROVED THIS 24<sup>th</sup> day of May, 2021.

ATTEST:

Mike Holliday  
Mayor

Raeme Idin  
City Clerk

**CITY OF NOKOMIS**  
**SOCIAL MEDIA USE POLICY**  
**EXHIBIT A**

At the City, we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media. This policy applies to all employees who work for the City.

In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not employeeed or affiliated with the City, as well as any other form of electronic communication.

The same principles and guidelines found in the City policies and three basic beliefs apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow employees or otherwise adversely affects customers, suppliers, people who work on behalf of the City or the City's legitimate business interests may result in disciplinary action up to and including termination.

**Know and follow the rules**

Carefully read this policy and ensure your postings are consistent with it and other policies of the Village. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

**Be respectful**

Always be fair and courteous to fellow employees, customers, suppliers or people who work on behalf of the City. Also, keep in mind that you are more likely to resolve work related complaints by speaking directly with your co-workers than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, employees, or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or

company policy.

**Be honest and accurate**

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about the City, fellow employees, customers, suppliers, or other people working on behalf of the City.

**Post only appropriate and respectful content**

- Maintain the confidentiality of private or confidential information. Do not post internal reports, policies, procedures or other internal business-related confidential communications.
- Do not create a link from your blog, website or other social networking site to the City website without identifying yourself as a City employee.
  
- Express only your personal opinions. Never represent yourself as a spokesperson for the City. If the City is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of the City, fellow employees, customers, suppliers or people working on behalf of the City. If you do publish a blog or post online related to the work you do or subjects associated with the City, make it clear that you are not speaking on behalf of the City. It is best to include a disclaimer such as “The postings on this site are my own and do not necessarily reflect the views of the City.”

**Using social media at work**

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager or consistent with the Company Equipment Policy. Do not use a City email addresses to register on social networks, blogs or other online tools utilized for personal use.

**Retaliation is prohibited**

The City prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

**Media contacts**

Employees should not speak to the media on the City’s behalf without contacting the Mayor. All media inquiries should be directed to the Mayor.

**Employee Acknowledgment**

Employees are required to sign a written acknowledgement that they have received, read and understand this Policy, and submit that acknowledgement to the designated administrator. The form that follows on the next page will sufficiently satisfy this requirement upon receipt.

**Employee Acknowledgment of Social Media Use Policy**

*I confirm that I have received, read and understand the "Social Media Use Policy" for employees of the City of Nokomis. I understand that as an employee, it is my responsibility to abide by this Policy.*

*If I have questions about the Policy, I understand it is my responsibility to seek clarification from the proper supervisory department and/or designated authority.*

*Print Name:* \_\_\_\_\_

*Employee Signature:* \_\_\_\_\_

*Date:* \_\_\_\_\_

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WHEREAS, The City understands that the use of social media by the City, its employees, and constituents presents opportunity for rapid and constant communication and also accompanying risks and responsibilities, the City establishes the following guidelines for acceptable use of social media; and

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NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF NOKOMIS, ILLINOIS:

Section 1. The Social Media Use Policy, included as Exhibit A to this Ordinance, is hereby adopted.

Section 2. This Ordinance shall be in full force and effect immediately.

PASSED THIS 24<sup>th</sup> day of May, 2021.

AYES: 5  
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ATTEST:

Mike Holliday  
Mayor

Rosanne Win  
City Clerk

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