



Macomb Park District has several social media accounts, and all fall under this general Macomb Park District policy unless otherwise stated. Macomb Park District will attempt to post this policy on all accounts where applicable. However, for social media platforms where it is difficult to post a full policy, Macomb Park District will link to this page, which serves as the posting.

### **Social Media Policy:**

Our social media sites are not monitored 24/7. Please call or email a department or facility for assistance if you fail to receive a timely reply.

Any Macomb Park District social media accounts are intended to serve as a communications tool between Macomb Park District departments/facilities and the public. Macomb Park District department staff and managers associated with the social media account are the sole administrators of our sites. This social media policy includes Terms of Use, Prohibited Content, and Disclaimers.

### **Terms of Use**

As a communications tool, Macomb Park District shall utilize its various social media accounts to raise awareness among Macomb Park District boundaries, neighboring residents and visitors, community partners, and interested fans and followers of the Macomb Park District social media accounts. These sites may include but are not limited to Facebook, Instagram, and YouTube. Social media sites grant Macomb Park District an additional opportunity to share messages with the public. Macomb Park District's social media sites shall comply with all applicable Macomb Park District policies and procedures. In addition, all Macomb Park District social media platforms shall comply with all applicable federal, state, and local laws, regulations, and policies.

All postings to the social media site are not public records under the Local Records Act [50 ILCS 205]. Content posted to the social media sites are copies of existing records. Any and all questions concerning a posting may be sent to [parks@macomb.com](mailto:parks@macomb.com).

### **Prohibited Content**

The intended purpose of Macomb Park District's social media sites is to serve as one of the multiple vehicles of communication between Macomb Park District and members of the public. Therefore, information, posts, tagged content, messages, photos, videos, graphics, and comments containing any of the following forms of content shall not be allowed and may be removed from the site:

1. Content that promotes, fosters, or perpetuates discrimination on the basis of race, religion, gender, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, gender identity, source of income, or another protected status under applicable law

2. Off-topic content not pertinent to the post or topic at hand
3. Profane language
4. Pornographic, sexually graphic, or sexually derogatory content or links to this content
5. Violent content or links to violent content
6. Solicitations of commerce
7. Conduct or encouragement of illegal activity
8. Private and confidential information
9. Information that may compromise the safety and security of the public or public systems
10. Content that violates a legal ownership interest of any other party
11. Personal information including but not limited to e-mail addresses, telephone numbers, mailing addresses, medical information, or identification numbers
12. Spamming or otherwise flooding a discussion with excessive posts (5 or more)

Macomb Park District disclaims any and all responsibility and liability for any materials or content posted that Macomb Park District deems violating this policy. Macomb Park District shall make reasonable efforts to remove said materials during business hours (Monday through Friday 8:00 am to 4:00 pm) but disclaims liability if circumstances exist that prevent or hinder efforts to remove said materials, including if the amount of discussion becomes an undue burden to monitor or the timeliness of the comments are no longer relevant.

Macomb Park District staff shall attempt to contact persons and notify them through the platform (commonly referred to as a “direct message”) that the content violated this stated policy. For platforms where direct messages cannot be sent to individuals, an Administrator will post a publicly visible comment to alert social media users of a policy violation. Users who violate this policy three (3) times shall be banned or blocked from interacting on the social media page for 30 days. After 30 days, a social media administrator will unban or unblock the user from the social media page. Should the user again violate our policy on the same page, we will permanently ban or block them from that page. Macomb Park District reserves the right to report users for violating the terms of use of any platform at any time.

### **Disclaimer**

Macomb Park District does not endorse nor otherwise support or sponsor any advertising that may be posted by a social media platform on our pages. Social media platforms are privately operated, and the terms and conditions of individual platforms apply. Macomb Park District does not guarantee the reliability or accuracy of any third-party links. Macomb Park District reserves the right to remove, at their discretion, any comment or conversation prohibited by this Social Media Policy or the platform’s terms.

Any comment made by anyone other than Macomb Park District site administrators is the opinion of such a person and not of the Macomb Park District. Publication of the comment does not imply endorsement of or agreement with Macomb Park District’s comments nor reflect Macomb Park District’s opinions. Macomb Park District disclaims any and all responsibility for any material or content posted by anyone other than Macomb Park District site administrators.

