

ILLINOIS STATE POLICE DIRECTIVE ADM-016, SOCIAL MEDIA MANAGEMENT

RESCINDS: New Directive derived from SRV-222, 2015-048, revised 05-15-2015	REVISED: 06-08-2026 2026-031
RELATED DOCUMENTS: ADM-015, PER-022, SRV-221	RELATED CALEA STANDARDS (6th Edition): 54.1.1

I. POLICY

- I.A. The Illinois State Police (ISP) will utilize social media as an official means of communication to provide information, enhance transparency, foster community trust, and support the Department's mission. Social media shall be used to share timely, accurate, and respectful information with the public in compliance with department directives and laws governing confidentiality, privacy, and records retention. This directive outlines the appropriate use of social media for public engagement, outreach, and information-sharing, while maintaining the integrity of department operations, ensuring message consistency, and minimizing reputational or operational risk.
- I.B. This directive establishes the Department's policy regarding the sharing of official information on social media. It does not govern the use of social media for investigative or intelligence-gathering purposes. Additionally, this directive outlines expectations for employee use of social media while performing official duties. Guidance regarding employees' personal use of social media is addressed separately in ISP Directive PER-022, "Personal Use of Social Media."

II. AUTHORITY

5 ILCS 160, "State Records Act"

III. DEFINITIONS

Unless otherwise specified within this directive, all definitions identified in ISP Directive ADM-015, "Media Relations and Public Information Management," shall apply here.

- III.A. Authorized user – department employees and/or approved contractors who have been granted permission to access and post content on department social media.
- III.B. Department social media – social media platforms authorized and established by the Department. The two types of department social media are:
 - III.B.1. Primary – department social media managed and maintained by the Public Information Office (PIO).
 - III.B.2. Secondary – department social media managed and maintained outside of the PIO.
- III.C. Social media – any online or electronic medium, encompassing both static and interactive content delivered through internet-based technologies, that enables the creation, sharing, and exchange of information, opinions, images, and other content through virtual communities or networks. Examples include, but are not limited to:
 - III.C.1. Facebook
 - III.C.2. X
 - III.C.3. Instagram
 - III.C.4. YouTube
 - III.C.5. LinkedIn
 - III.C.6. Other similar platforms that allow users to communicate or interact publicly or privately online
- III.D. Social Media Coordinator – designated PIO employee responsible for all department social media.

III.E. Social Media Liaison – designated person responsible for specific secondary department social media.

IV. RESPONSIBILITIES

IV.A. Department work unit Commanders, or their designee, shall:

IV.A.1. Establish, and review as necessary, procedures to ensure:

IV.A.1.a. Chain-of-command notification of communication and coordination with the PIO is occurring regarding posts to department social media.

IV.A.1.b. Information highlighting work unit activities is being provided to authorized users to post on department social media.

IV.A.1.c. All Information provided to authorized users has been approved for posting to department social media.

IV.A.2. Ensure communication and coordination between the work unit and authorized users is occurring to fulfill the requirements set forth in this directive.

IV.A.3. Appoint a Social Media Liaison for secondary department social media associated with the work unit.

IV.A.4. Appoint authorized users for secondary department social media associated with the work unit.

IV.A.5. Immediately notify the Department Social Media Coordinator when there is an addition or removal of an authorized user or change of Social Media Liaison.

IV.B. The Chief Public Information Officer (CPIO), or their designee, shall:

IV.B.1. Identify, develop, implement, and review PIO-specific training, positions, responsibilities, policies, and procedures needed for day-to-day operations that are consistent with this directive.

IV.B.2. Serve as the final authority for approval of information shared on all department social media.

IV.B.3. Approve creation or deactivation of any department social media.

IV.B.4. Appoint a Social Media Coordinator.

IV.B.5. Approve appointments of Social Media Liaisons.

IV.B.6. Identify, and approve appointments of, authorized users.

IV.B.7. Have the authority to revoke appointments of Social Media Liaisons and authorized users.

IV.C. The Legal Office shall be responsible for developing and reviewing the Department social media disclaimer(s).

IV.D. The Department Social Media Coordinator is considered an authorized user and shall:

IV.D.1. Have the highest level of access (e.g., administrative) to all department social media.

IV.D.2. Manage and maintain all primary department social media.

IV.D.3. Maintain a list of all Social Media Liaisons and authorized users and document the Department social media each has access to.

IV.D.4. Maintain control of login credentials for each authorized user for all department social media and ensure account access is limited to authorized users.

- IV.D.5. Monitors primary department social media for public comments, messages, and inappropriate content.
- IV.D.6. Ensure that comments, posts, and other interactions that are considered public records are captured and retained in compliance with the State Records Act (5 ILCS 160).
- IV.D.7. Ensure social media disclaimers are present where necessary.
- IV.D.8. Monitor public social media platforms to identify discussions, misinformation, or trends related to the Department, and report significant findings or reputational concerns to the CPIO.
- IV.D.9. Track performance metrics, engagement levels, and community response across department social media platforms and provide regular reports to the CPIO on social media activity and trends.
- IV.D.10. Maintain, update, and review all procedural manuals associated with department social media and ensure authorized users are provided updated copies.
- IV.D.11. Conduct a biannual review of authorized users and the Department social media each has access to.
- IV.E. Social Media Liaisons are considered authorized users and shall:
 - IV.E.1. Manage and maintain secondary department social media platforms to which they are appointed.
 - IV.E.2. Maintain control of login credentials for each authorized user for all secondary department social media and ensure account access is limited to authorized users.
 - IV.E.3. Ensure the Department Social Media Coordinator is provided with a list of login credentials for all authorized users.
 - IV.E.4. Monitor secondary department social media to which they are assigned for public comments, messages, and inappropriate content.
 - IV.E.5. Ensure secondary department social media to which they are assigned follows policy and procedures for department social media.
- IV.F. Authorized users shall adhere to established department social media directives and policies and procedures when using department social media.
- IV.G. Employees are encouraged to provide images and information to the Social Media Coordinator when participating in community engagement events, parades, Honor Guard events, and other events highlighting department activities.

V. PROCEDURES

- V.A. Department social media
 - V.A.1. A consistent naming format shall be followed across all platforms.
 - V.A.2. Login credentials shall be kept secure by all authorized users.
 - V.A.3. Login credentials shall not be shared outside the PIO or respective work unit.
 - V.A.4. All department social media shall have appropriate social media disclaimers.
- V.B. Social media post requests
 - V.B.1. Requests to post information to department social media shall be forwarded to ISP.PIO.SocialMedia@illinois.gov.

- V.B.2. Confirmation of the post, or the reason it was not posted, will be emailed to the requester.
- V.C. Notification of appointment changes for Social Media Liaisons and authorized users will be sent to ISP.PIO.SocialMedia@illinois.gov.
- V.D. Images of evidence and accompanying text may be shared on department social media provided:
 - V.D.1. The release does not impact an ongoing investigation.
 - V.D.2. All identifying information is blurred or removed. Identifying information includes, but is not limited to:
 - V.D.2.a. Serial numbers
 - V.D.2.b. Names
 - V.D.2.c. Case or report numbers
 - V.D.2.d. Addresses or anything that can identify the county of occurrence
 - V.D.2.e. Exact date or time of occurrence
 - V.D.2.f. GPS metadata
 - V.D.2.g. Unique marks and/or tattoos
- V.E. To ensure consistency and adaptability in managing department social media operations, detailed procedures not specifically identified in this directive shall be maintained in a separate procedure's manual.
 - V.E.1. The manual shall not deviate from department directives and shall remain consistent with applicable laws and regulations.
 - V.E.2. A copy of the manual will be provided to all authorized users, and it shall contain, at a minimum, information related to:
 - V.E.2.a. Account management, access, and security
 - V.E.2.b. Content approval process and management
 - V.E.2.c. Posting standards to include accessibility compliance
 - V.E.2.d. Content archiving and records retention

VI. RULES AND REGULATIONS

- VI.A. Unless expressly authorized within this directive, all rules and regulations set forth in ISP Directive ADM-015, "Media Relations and Public Information Management," under "Information Dissemination," applies when sharing information on department social media.
- VI.B. Employees are prohibited from using personal social media accounts or personal login credentials to access, manage, or share information on department social media. All access to department social media accounts shall be conducted exclusively through department-issued credentials and approved devices.
- VI.C. Department employees shall not create, establish, or maintain any social media account, page, or profile that represents, appears to represent, or could reasonably be perceived as representing the Department or any of its divisions without prior written authorization from the CPIO.

-End of Directive-