

Social Media Use Policy

I. BACKGROUND AND PURPOSE

The goal of the City's social media accounts is to provide information of interest to the community about City services, issues, news, programs and activities. Using social media technologies can help government entities engage citizens and make government more open and transparent.

The purpose of this policy is to establish general standards and responsibilities for the acceptable use of social media by City employees. The City's use of social media technology shall conform to this policy.

II. DEFINITIONS

For the purpose of this policy, the following definitions shall apply:

- a. **City Social Media Account:** Any user account on a social media site that any City employee establishes, manages or maintains, or causes to be established, managed or maintained, on behalf of the City, regardless of whether or not the City owns the servers, equipment, network or software platform on which such site resides.
- b. **Content:** Any information, data, text, music, sound, photographs, graphics, video, messages, hyperlinks to other websites, or other material posted on a City social media site.
- c. **Interactive Communication:** A feature on a social media site that permits the exchange of ideas where participants are active and can have a two-way flow of information or conversation. Examples of interactive communications include, but are not limited to, comment boards, discussion threads, tweets and internet forums.
- d. **Social Media Site:** A website containing content intended to be disseminated through social interaction and interactive communication, which allows for the creation and exchange of user-generated content. Examples of social media sites include, but are not limited to, Facebook, Twitter, Instagram, Pinterest, YouTube, LinkedIn, Flickr or blogs.
- e. **Authorized Social Media User:** A City of Idaho Falls employee and/or contracted third party entity who has been designated and approved to access and post content on a City of Idaho Falls social media account. All authorized social media users must sign an Acknowledgement of the City Social Media Use Policy and fully comply with the policy and procedures herein.

III. OFFICIAL INTERNET COMMUNICATION

The City's official website at www.idahofallsidaho.gov will remain the City's official and primary means of internet communication.

Wherever possible, City social media accounts should link back to the City's official website for policies, procedures, forms, documents, online services and other information necessary to conduct business with the City. City social media sites

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should be used as consistently as possible and in conjunction with other City communication tools.

In order to comply with the Idaho Open Meetings Law, members of the City Council, City's boards, commissions and committees should not respond or post on any City social media account's interactive communication sections.

IV. INTERACTIVE COMMUNICATIONS AND NOTICE TO SITE VISITORS

City social media accounts are public forums under the First Amendment if visitors to the account or site are able to engage in interactive communication.

Notice to site visitors regarding interactive communication must be posted prominently on the City social media accounts, unless prohibited by the social media site's terms of use. If the social media site limits the space needed to post the entire notice, then a link to the full notice must be provided on the City's social media sites. The notice to site visitors must state that:

- a. The social media sites are not owned, controlled, or operated by the City or its departments. Visitors to the site must comply with the social media site's terms of use and privacy policies and are subject to the social media site's practices regarding the collection of information from and about visitors.
- b. The City does not provide for the posting of photographs or videos by outside individuals or entities on its social media sites, without condition or exception.
- c. Any advertisement or hyperlink that may appear on the City's social media sites are not controlled by the City or the City's departments and do not reflect endorsement by the City or any City departments.
- d. Comments posted by members of the public on any City social media site are the opinion of the commentator or poster only. Users' comments do not imply endorsement, or agreement by the City, nor do such comments reflect the opinions or policies of the City.
- e. All postings by visitors to the site are public record as defined by the Idaho Public Records Law and are subject to public disclosure and retention under the City's record retention policy.
- f. Visitors to the site should not have any expectations of privacy or confidentiality with respect to any content they post to the site, and the City does not have any responsibility for maintaining visitors' privacy.
- g. The content of communications posted by site users may not be edited or otherwise modified by the City. Removal is the only action that may be taken and only for communications that violate the social media sites' terms of use and privacy policy.

V. STANDARDS FOR THE USE OF CITY SOCIAL MEDIA ACCOUNTS

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All uses of social media on behalf of the City, any City department, or in any manner that appears to represent the City or constitute communication by the City on the City's social media accounts, must comply with the following standards:

- a. Departments and Department Directors
 - i. No department may establish, use or terminate a City social media account without the approval of the Mayor or the Mayor's designee.
 - ii. Department social media accounts must clearly identify the account as created and managed by the department, identified as a department of the City.
 - iii. Department social media accounts must prominently display, on the first page accessible to the account visitors, links to the City's official internet site, the name of the City and the official department logo or City seal, and Social Media Recommendations of Use statement.
 - iv. Department Directors, with the approval of the Mayor or Mayor's designee, shall designate one or more department employees to be authorized social media user(s) for the department to have access to a department's social media account and be permitted to post content on that account.
 - v. Department Directors may establish department specific social media guidelines and policies. Such policies must be consistent with this policy.
 - vi. No content may be posted on a department social media account that is not directly related, as determined by the Department Director, to the mission, services or business objectives of the department.
 - vii. No posting on any City social media account may be deleted without approval of the Mayor or the Mayor's Designee.
- b. Authorized Social Media User(s)
 - i. No authorized social media user may establish any social media account in the name of or on behalf of the City or any City department unless:
 1. The Mayor, or the Mayor's designee, and the applicable Department Director have all approved the account; and
 2. The authorized social media user who has administrative privileges on the account has reviewed and understands the information within this Social Media Use Policy and has signed a Social Media Use Policy Acknowledgement; and
 3. All content to be posted on the account is in accordance with this Social Media Use Policy. This requirement applies regardless of whether the account is established, accessed or used by means of City information systems or by means of the employee's or others' information systems, and whether the account is established, accessed or used from City or non-City premises.
 - ii. City's social media accounts are to be used for City and department business purposes only. Use of City's social media accounts for

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- communications and postings that are not directly related to City, its mission or department business purposes is prohibited.
- iii. Authorized social media users must report unauthorized uses of City social media accounts to the Department Director and the Mayor or the Mayor's Designee immediately.
 - iv. Authorized social media user should be aware that their use of City social media accounts may be perceived as representing the City and City government and should tailor their use accordingly.
 - v. Unacceptable uses: The City considers the following activities and uses of City social media accounts to be unacceptable. Authorized social media users are prohibited from engaging in any of these activities on a City social media account. Any authorized social media users who violates this policy or any other City or department policy may be subject to disciplinary action, up to and including termination of employment, or termination of a third party contract with the city for social media use, in accordance with the disciplinary policies of City's Personnel Policy Manual and the terms of any applicable collective bargaining agreement. This list of unacceptable uses is not exhaustive. Questions about particular uses of social media or particular social media content should be directed to the Office of the City Attorney.
 1. Use that does not comply with federal, state and local laws and regulations and with City and department policies.
 2. Use that violates the copyright, trademark or other intellectual property rights of any person or entity, or otherwise violates their legal ownership interests.
 3. Content that includes ethnic slurs, profanity, personal insults; material that is harassing, defamatory, fraudulent or discriminatory; or other content or communications that would not be acceptable in a City workplace under the City's Personnel Policy Manual, including posting of sexually explicit material.
 4. Content that violates the terms of contracts governing the use of any social media content, including but not limited to, software and other intellectual property licenses.
 5. Content that contains information that is exempt from disclosure under the Idaho Public Records Law.
 6. Content or posts that violates the social media site's terms of use or privacy policies.

VI. PERSONAL SOCIAL MEDIA ACCOUNTS

The lines between public and private, personal and professional can be blurred in online social networks, and whatever you post on your personal account will likely reflect on the City. A personal social media account, while an appropriate place to share personal opinions, is not a place to present an individual opinion as an official

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City view. Be mindful that despite all privacy controls, whatever you publish can be seen by many different people, including your supervisor, co-workers and customers.

- a. Authorized social media users cannot use personal social media sites for political purposes or to engage in private business activities during business hours with City-issued property.
- b. Postings and user profiles on personal social media accounts must not state or imply that the views, conclusions, statements, opinions or other social media content are an official policy, statement, position, communication or opinion of the City, Mayor, City Council or any director or employee, unless otherwise authorized by the Mayor or Mayor's designee.
- c. If an authorized social media users has not received such permission, any user profile, biography or posting on a personal social media account that identifies that person as a City employee must include a qualifying statement such as, "The views I express on this site are my own and do not reflect any official view or position of the City of Idaho Falls."
- d. Authorized social media users who are contracted third parties shall not make any statements using City social media accounts or a personal social media account that could be construed as an official opinion of the City of Idaho Falls, Mayor, City Council, or any director or employee unless otherwise directed and authorized by the Mayor or the Mayor's Designee.

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