



# CITY OF VICTOR

## Administration Department

### SOCIAL MEDIA POLICY

The City of Victor (“City”) may utilize social media and social network sites to enhance communications with citizens and program participants subject to the following Social Media Policy.

#### DEFINITIONS

For purposes of this policy, “Social media sites” means content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media include, but are not limited to, Facebook, Twitter, Instagram, YouTube, LinkedIn, Periscope, and Flickr.

“City social media sites” means social media sites which the City establishes and maintains, and over which it has control over all postings, except for advertisements or hyperlinks by the social media site’s owner, vendors, or partners. City social media sites shall supplement, and not replace, the City’s required notices and standard methods of communication.

“Posts” or “postings” means information, articles, pictures, videos or any other form of communication posted on a City social media site.

#### GENERAL POLICY

1. The City’s official website at [www.victorcityidaho.com](http://www.victorcityidaho.com) (or any domain owned by the City) will remain the City’s primary means of Internet communication. City social media sites shall link back to the City’s official website for forms, documents, online services and other information necessary to conduct business with the City.
2. The establishment of any city social media account is subject to approval by the Mayor. All city social media accounts shall be managed by the City Administrator and other designated staff as authorized by the City Administrator.
3. The following statement shall be posted on the City social media sites’ primary page or by a hyperlink directing a user to the same wherever possible:

*“The intended purpose of this page is to serve as a mechanism for communication between the City of Victor and members of the public. However, this page is not the primary method of communication with the City, and any notices or requests for City*



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*services must be made via official communication methods identified on the City's website, or by traditional methods of notification recognized by the City, and no comments or posts on this page will be construed as providing notice to the City of any claim, deficiency, dangerous condition, request, or otherwise.*

*Any comments or other content posted or submitted to this page for posting, as well as personal identifying information for the page's users and visitors, and its list of fans, may be public records subject to disclosure pursuant to the Idaho Public Records Act (Idaho Statutes Title 74-102 et seq.). Public disclosure requests must be directed to the City Clerk's office."*

*In addition to the above statement, the City social media sites' primary page shall also contain contact information for the City and a hyperlink to the City website providing addresses, names, phone numbers, fax numbers, and email addresses of applicable department listings or City staff and methods of making official requests for maintenance or services and notice of the condition of City property or other similar requests.*

4. The content of City social media sites shall only pertain to City-related, City-sponsored, or City-endorsed programs, services, and events. Content includes, but is not limited to, information, photographs, videos, and hyperlinks.
5. Staff shall monitor content to ensure adherence to both the City's Social Media Policy and the interest and goals of the City.
6. The City reserves the right to restrict or remove any content that is deemed in violation of the comments guidelines found on page three of this Social Media Policy, or of any applicable law. Any content removed due to violations of these guidelines must be forwarded to the City Administrator and should include the time, date, and identity of the poster, if available.
7. By default, comments on social media posts should be disabled unless the purpose of the post is to generate comments.
8. This Social Media Policy shall be linked to or posted in the profile for each social media account operated by the City.



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9. The City will implement the use of social media tools as consistently as possible, across all departments and elected offices.
10. All City social media sites shall adhere to applicable federal, state, and local laws, regulations, and policies.
11. City social media sites are subject to the Idaho Public Records Act. This means that any content maintained in a social media format related to city business, including a list of subscribers, posted communication, and communication submitted for posting, may be subject to public disclosure.
12. Employees representing city government via city social media sites must conduct themselves at all times as a representative of the City and in accordance with all city policies. Any employee authorized to post items on any of the City's social media sites shall not express their own personal views or concerns through such postings. Instead, postings on any of the City's social media sites by an authorized City employee shall only reflect the views of the City.
13. The use of social media by city employees is intended for the sole purpose of city business. Personal use of city social media sites is not allowed.
14. This Social Media Policy may be revised at any time.

### COMMENTS

The primary purpose of operating social media accounts is to disseminate information to citizens quickly and effectively. **Staff should disable the comment function unless: (1) the primary purpose of their post is to generate engagement; and (2) the staff member can effectively monitor comments to ensure compliance with this Social Media Policy.**

When comments have not been disabled, employees and citizens wishing to make comments on city social media sites must adhere to the following guidelines:

1. As a public entity, the City must abide by certain standards to serve all its constituents in a civil and unbiased manner.



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**2. Comments containing any of the following inappropriate forms of content shall not be permitted on city social media sites and are subject to removal and/or restriction by the City:**

- a. Comments not related to the original topic, including random or unintelligible comments;
  - b. Comments on topics or issues not within the jurisdictional purview of the City;
  - c. Comments that cannot be verified as factual;
  - d. Profane, obscene, violent, or pornographic content and/or language;
  - e. Content that promotes, fosters or perpetuates discrimination on the basis of race, gender, color, religion, sex, national origin, mental disability or physical disability, as well as any other category protected by federal, state or local law;
  - f. Defamatory or personal attacks;
  - g. Threats to any person or organization;
  - h. Comments in support of, or in opposition to, any political campaigns or ballot measures;
  - i. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
  - j. Conduct in violation of any federal, state or local law;
  - k. Encouragement of illegal activity;
  - l. Information that may tend to compromise the safety or security of the public or public systems;
  - m. Content that violates a legal ownership interest, such as a copyright, of any party; and
  - n. Disclosure of any proprietary, confidential, or privileged information.
3. Whenever possible, users and visitors to City social media sites shall be notified by the following message appearing on the City social media site or by a hyperlink directing a user to the same regarding comments posted by the public:

“A comment posted by a member of the public on this page is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement



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of, or agreement by, the City, nor do such comments necessarily reflect the opinions or policies of the City.”

4. The City reserves the right to deny access to city social media sites for any individual, who violates the City’s Social Media Policy, at any time and without prior notice.
5. Staff shall monitor post to social media for comments requesting responses from the City and for comments in violation of this policy.
6. Any content posted on a social media site may also be subject to third-party, site-specific rules or policies. The City reserves the right to report any such violations of a third-party site’s rules or policies. The City also reserves the right to report any posts to law enforcement.