



CITY OF IDAHO FALLS
SOCIAL MEDIA POLICY

Updated: February 2020

XXXIX. SOCIAL MEDIA:

A. Purpose. The City supports the use of social media to enhance communications from the City and inform the public about the missions of its Departments.

Social media accounts provide general interest information to the community about City services, issues, news, programs, and activities. City social media accounts are also an important tool in providing emergency communications.

This policy establishes guidelines for City use of social media including guidelines and procedures that govern the creation, use, and administration of all official City social media accounts.

B. Limited Public Forum. City social media accounts are limited public forums under the First Amendment; therefore all content published is subject to monitoring and is considered a public record. City social media accounts shall provide notice to site visitors regarding the City's standards of use. The City social media account administrator must post the City's standards of use prominently on all of the City social media accounts. Social media sites are generally third-party owned. User generated posts may be reported and/or rejected when the content violates legal standards of use. Prior to rejecting or removing user-generated posts, the City's social media account administrator shall consult with the City Attorney's Office.

C. Creation of City Social Media Accounts. City social media accounts may be created only with approval from the Office of the Mayor and, for Departmental sites, the appropriate Department Director. All City social media accounts shall follow the City's Graphical Standards Manual and must include the City's standards for use statement. Guidelines for administration and posting on City social media accounts are governed by the established Social Media Guidelines and Procedures administered through the

Office of the Mayor and the Public Information Officers a copy of which may be obtained from any Public Information Officer.

City social media accounts will be regularly maintained by a site administrator who is approved by the Office of the Mayor and appropriate Department Director. Additionally, site administrator privileges shall be granted to the City's Public Information Officers to serve as secondary administrators.

Only administrators or spokespeople officially authorized by the City may make official posts to City social media accounts. City's social media accounts are to be used for City and Department business purposes only.

City posted information shall follow professional standards for good grammar, spelling, brevity, clarity, and accuracy. Jargon, obscure terminology, or acronyms should be avoided when possible. City employees or authorized social media administrators recognize that the content and messages they posted on social media accounts are public and may be cited or considered to be official City statements.

City social media accounts may not be used for political purposes, to conduct private commercial transactions, or to engage in private business activities.

Social media should not be used to circumvent other City communication policies, including the news media policy. City employees who are administering official City social media accounts may not publish information on those accounts that include:

1. Confidential information;
2. Profanity, racist, sexist, or derogatory content or comments;
3. Partisan political views; or
4. Commercial endorsements or "spam".