

CITY OF TWIN FALLS SOCIAL MEDIA USE POLICY

Purpose

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, the City of Twin Falls, its departments, and its partners such as the Twin Falls Urban Renewal Agency, may consider using social media tools to reach a broader audience. The City encourages the use of social media to further the goals of the City and the missions of its departments, where appropriate.

The City of Twin Falls has an overriding interest and expectation in deciding what is "spoken" on behalf of the City on social media sites. This policy establishes guidelines for the use of social media.

General

All City of Twin Falls social media sites posted by departments will be subject to approval by the city manager's public information officer.

The City of Twin Falls' website will remain the City's primary and predominant internet presences.

The best, most appropriate uses of City of Twin Falls' social media tools fall generally into two categories:

- As channels for disseminating time-sensitive information as quickly as possible (example: emergency information).
- As marketing and promotional channels that increase the City's ability to broadcast its messages to the widest possible audience.

Wherever possible, content posted to City of Twin Falls social media sites will also be available on the City's main website.

Wherever possible, content posted to City of Twin Falls social media sites should contain links directing users back to the City's official websites for in-depth information, forms, documents or online services necessary to conduct business with the City of Twin Falls.

As is the case for City of Twin Falls' web site, the public information officer will be responsible for the content and upkeep of any social media sites that a department may create.

Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between City departments and members of the public. City of Twin Falls social media site articles and comments containing any of the following forms of content shall not be allowed:

- Comments not topically related to the particular social medium article being commented upon;
- Comments in support of or opposition to political campaigns or ballot measures;
- Profane language or content;
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- Sexual content or links to sexual content;
- Solicitations of commerce;
- Comments from users who use accounts under assumed, fraudulent or assumed identities;

- Conduct or encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public or public systems; or
- Content that violates a legal ownership interest of any other party.

These guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available (see the City of Twin Falls [Twitter](#) and [Facebook](#) standards).

The City reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.

The City will approach the use of social media tools as consistently as possible, enterprise wide.

All new social media tools proposed for City use will be approved by the appropriate department's public information authority.

Administration of City of Twin Falls social media sites

The City of Twin Falls Information Services Department will maintain a list of social media tools which are approved for use by City departments and staff.

The City of Twin Falls Information Services Department will maintain a list of all City of Twin Falls social media sites, including login and password information. Departmental public information officers will inform the DoIT Citywide Web Team of any new social media sites or administrative changes to existing sites.

The City must be able to immediately edit or remove content from social media sites.

For each social media tool approved for use by the City the following documentation will be developed and adopted:

- Operational and use guidelines
- Standards and processes for managing accounts on social media sites
- City and departmental branding standards
- Enterprise-wide design standards
- Standards for the administration of social media sites
- Social Media Standards (Current document)

The following social media tools have been approved for use by the City of Twin Falls:

Twitter - [Twitter Standard](#)

Facebook - [Facebook Standard](#)

Instagram – (pending)

Vimeo – [Vimeo/Video Standard](#)

TikTok – [Facebook Standard](#)

The City of Twin Falls does not use time-expire social media platforms – including Snapchat, Wickr, Slingshot, etc. – to promote or communicate city activities, objectives, and goals.

Josh Palmer, Public Information Officer, City of Twin Falls
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