

# Kalispell Social Media Use Policy

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This policy approved by Council as an amendment to the City of Kalispell Personnel Handbook on April 20, 2015 (Resolution 5716).

## Purpose

The purpose of this policy is to guide city employees in the proper, thoughtful and lawful use of social media communications for official agency interests to further the goals and uphold the mission of the city. Social media shall be defined as websites and applications that enable users to create and share content in virtual communities and networks. Email communications are not considered social media.

The City of Kalispell values public engagement and acknowledges the importance of a well-informed citizenry. City departments are encouraged to utilize appropriate social media tools to reach a broader audience in a secure, fair and open manner. Cautious use of these tools can minimize the risks associated with the use of social media while maximizing the rewards.

This policy does not apply to an individual employee or official's personal use of social media. Please refer to the City's Information Technology Use Policies and other relevant policies such as the employee manual.

This policy does apply when an employee or official uses non-city social media sites in the scope of their official duties as a Kalispell employee or official.

## Violations of this Policy

Violations (or perceived violations) to this policy shall be reported to the Communications Manager and/or City Manager for the proper action steps required to mitigate the violation. Violation of this policy is grounds for disciplinary action pursuant, but not limited to section 40 of the City of Kalispell Personnel Policy Handbook.

## General

At this time, social media use will be routed through the Communications Manager so as to maintain consistency and accuracy of content across departments. All new social media sites or administrative changes to existing sites shall be managed by the Communications Manager and approved by the City Manager.

Future evaluation may result in additional social media pages and administrators as approved by the City Manager. The Communications Manager shall maintain a list of all social media

sites, platforms and software applications approved for use. The Communications Manager shall also maintain a list of all city employees responsible for submitting social media content and any administrators approved by the City Manager. The IT Director shall be made an additional administrator of every social media site.

## Content

Daily management of the initial social media sites will be the responsibility of the Communications Manager, but departments will be responsible to submit content to the Communications Manager.

City Directors or their designees with prior director approval shall propose content and provide pictures, videos and other relevant material to the Communications Manager. Content should be succinct, timely, informative and relevant to the social media platform to be used. As representatives of the City of Kalispell, employees shall abide by the listed standards of conduct below always keeping the values and mission of the city at the forefront of their minds.

Social media tools are not meant to replace conventional communication routes and should be viewed as an additional venue for disseminating information. City employees who are currently responsible for the city's website content will continue providing information and adding calendar events to the website and are encouraged to refer social media users back to the website for further information when practical.

## Standards of Conduct

Employees submitting content to the Communications Manager for posting on a social media site shall conform to the following standards of conduct:

- Be respectful of the public;
- Conduct ourselves as a representative of city governance in accordance with the vision, mission and core values of the Kalispell City Council and staff;
- Posting personal or political views is not allowed;
- Be factual and accurate providing links to credible sources when appropriate;
- When errors occur, quickly and publicly correct misinformation;
- Be honest about our identity;
- Argumentative, defensive or inflammatory language shall not be used;
- Comply with the rules of the particular media venue;
- Comply with the Acceptable Use policy for city social media sites (see below);
- Comply with the city of Kalispell Information Technology Use Policy;
- Comply with all laws governing privacy, trade secrets and other confidential information;

- Comply with [Montana Code Annotated 45-6-311](#) (Unlawful use of a computer);
- Comply with Federal copyright laws and Federal and Montana trademark and service mark laws;

## Comments

Users and visitors to City of Kalispell social media sites shall be notified through the following *Civility and Acceptable Use Policy* of their rights and responsibilities while engaging on city sites. They will also be informed of the rights and responsibilities of the city. The Civility and Acceptable Use Policy shall be linked prominently on every social media site created by the city.

Responses to posts made by members of the public shall be handled through the Communications Manager, City Manager or City Attorney. The Communications Manager will contact staff prior to responding if further information or resources is needed. **At this time, other city employees acting within the scope of their duties shall not respond to or delete posts made by members of the public on a city or non-city social media site. If an employee notices an inappropriate post, they should immediately contact the Communications Manager or if unavailable, the City Manager or City Attorney for determination of appropriate action.**

## Civility and Acceptable Use Policy

The City of Kalispell utilizes this site to enhance respectful communication with its citizens. Civility is an important part of who we are as a community. As such, we ask that you treat each other and city employees with consideration and respect while visiting this site. If you wish to comment or post material on this site you do so with the understanding that you agree to comply with this civility and acceptable use policy and its standards of use as an initial and ongoing condition of your use.

When engaging with the City of Kalispell through the City's social media sites, you agree to the following:

1. Every comment or posting you make to the City of Kalispell social media site is a public record and may be disseminated, reproduced or copied by the City or any other person without any further action by the poster or without notice by the city of such. **You agree you have no reasonable expectation of privacy in anything you post to a City social media site.**
2. Comments must be related to the posted topic for the City's social media page or post. The City of Kalispell social media accounts are not meant for comments that do not directly relate to the purpose or topic of the social media website or for service complaints. For general comments or communications concerning a department, please contact the department directly by phone, email or in person.

3. Comments posted to these sites are monitored by City employees and, while comments will not be edited by the City, a comment (or an appropriate portion thereof) may be removed or restricted if it violates any part of this policy.
4. When you post you are subject to the policies, rules and regulations (i.e. the Terms of Service (TOS)) of the host site. Information (photos, videos, etc.) you share with or post to official City of Kalispell pages may be used by the host site for their own purposes. Please refer to the host website's Terms of Service for further information.
5. Comments containing any of the following forms of content shall not be allowed and may be removed by the City without notice to you:
  - a. Comments promoting or opposing any person campaigning for election to a political office or ballot issues;
  - b. Promotion or advertisement of a business or commercial enterprise or solicitation of commerce;
  - c. The use of profane, obscene, threatening or harassing language;
  - d. Personal attacks of any kind;
  - e. Comments that promotes, fosters, or perpetuates discrimination on the basis of race, color, religion, creed, sex, age, marital status, national origin, or actual or perceived sexual orientation, gender identity or disability as well as any other category protected by federal, state or local law;
  - f. Sexual content or links to sexual content;
  - g. Comments that violate the protected privacy interests of any person;
  - h. Comments advocating illegal activity;
  - i. Content that violates a legal ownership interest or copyright law of any other party; and
  - j. Information that may compromise the safety or security of the public or public systems.

This Civility and Acceptable Use Policy is subject to amendment or modification at any time. Questions or concerns regarding the City of Kalispell's social media activity, the City's Social Media Policy or this Civility and Acceptable Use Policy should be sent to [cityclerk@kalispell.com](mailto:cityclerk@kalispell.com).

**By commenting or posting material to any City of Kalispell social media site you agree that every time you visit this site or any other City internet site you will be bound by the terms of this Civility and Acceptable Use Policy.**

## Public Records

Everything posted on a City social media site is subject to State of Montana public records laws and policies regarding record retention. Any content in a social media format that is related to City business, including a list of subscribers and posted communication is considered a public record. As such, all City social media sites shall, prior to implementation, have a specific protocol or utilize an approved social media archiving tool to preserve and retain records in a format that preserves the integrity of the original record and follows the state records retention schedule. Any public records requests shall be forwarded to the City Clerk promptly.

## Security

Security of City of Kalispell data and infrastructure should be paramount in the minds of employees as they navigate the proper use of social media. Just as with any online site, there are security risks involved that could include damage to the City's network or a breach of confidential information. These risks can be mitigated with a few precautionary steps.

City employees using social media for official agency interests must adhere to the following basic precautions:

1. Read and make sure you understand and adhere to the Terms of Service (TOS) for the host site. Pay particular attention to the privacy guidelines of the service to understand whether they reveal or sell information to other parties. If the terms and conditions do not seem reasonable, please contact the IT Department for advice before continuing.
2. Two factor authentications (2FA) are required for each social media site if it is available through the host site. 2FA enables a login attempt to be verified by both the account password and a code sent via text or to an application. Follow online instructions to setup [2FA for Facebook](#) and [2FA for Twitter](#).
3. NEVER activate "Remember me" when you log in. Make sure the "Remember me" check box is turned off before you click the log-in button.
4. Do not allow your browser to save passwords.
5. Always remember to log-out when finished with a site.
6. Never use personally identifiable or private information on social media channels, such as social security numbers, financial or health care information, or confidential matters.
7. If a channel is vandalized, discontinue use and notify the IT Director immediately. Indications that the site has been tampered with may include unapproved postings, alteration or removal of graphics, etc.
8. Passwords to access social media sites should not be the same password as your personal sites or your Kalispell.com access.
9. Refrain from using instant messaging functions within social media sites.