

City of Kyle, Texas Social Media Policy:

Overview

The Internet has become a popular and effect medium where people and organizations go to share information about their daily lives and things that they find to be of interest or importance. Information is posted and viewed electronically on the web everyday for the purposes of education, entertainment and community awareness. The City of Kyle Social Media Policy will provide a framework for the use of social media by the City of Kyle for the purpose of community engagement and information distribution.

Purpose

Social Media is defined as any electronic, web based application, site or account created and maintained by the City which facilitates an environment for sharing positive information about the City and its programs and services. Social Media applications may include, but are not limited to, YouTube, Facebook, Google Plus, Twitter, Pinterest, Linkedin and Flickr.

Policy

The City's Director of Communications, or other individual as appointed by the city manager, may create and maintain social media applications for the City of Kyle. Such sites must meet one or both of the following purposes:

- To provide residents of the City of Kyle information about city events, activities and issues.
- To inform people from outside our community about the many positive qualities of the City of Kyle.

Individual City Departments may create and maintain social media applications that are separate from those maintained by the City's Director of Communications. Departments are required to notify their Department Director, Assistant City Manager (ACM) and the Communications Director of their intent to implement departmental specific social media applications.

Departments must follow the same guidelines for their department sites as is outlined in this policy.

Some Social Media applications may allow the public to post comments to a web account or page that is maintained by the City. The following posts on any City of Kyle social media site will not be allowed:

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Plagiarized material
- Private, personal information published without consent
- Comments totally unrelated to the content of the forum
- Hyperlinks to material that is not directly related to the discussion
- Commercial promotions or spam

- Organized political activity

The City reserves the right to monitor content before it is posted on all of its social media web pages and accounts, and to remove any messages or postings that it deems, in its sole discretion, to be abusive, defamatory, in violation of copyright, trademark right or other intellectual property right of any third party, or otherwise inappropriate for the service.

The City Manager maintains the right to direct that any City of Kyle Social Media site be taken offline at any time.

Any city employee found to be in violation of this policy or the City of Kyle personnel policy as part of their use of the City of Kyle social media sites will be subject to disciplinary action as outlined in the personnel policy.

All login information for all City of Kyle social media sites shall be reported to the City's Director of Information Technology. Any changes of the login information shall be reported to the Director of Information Technology as soon as possible.

The City of Kyle is not responsible for offensive and inappropriate content that may be posted on City social media sites, but will ensure that such content is removed as the earliest opportunity once it is discovered.

The City Manager, or his designee, will use the guidelines in this document to determine what is inappropriate and/or offensive and that individual will have the final authority on deciding what may constitute inappropriate or offensive content.

Objections and/or comments can be submitted to the City of Kyle City Secretary.