

# City of Kyle Social Media Policy

The City of Kyle engages residents and visitors through many digital outlets but communicating through social media further enables residents and visitors to contact the City of Kyle in a direct and meaningful way.

The goal of City of Kyle social media pages is to be a helpful medium that is conducive to real-time discussions and useful feedback. Some of the City of Kyle social media pages allow public interaction in the form of comments.

The City of Kyle shares information, images and video with the public through external social media websites. Comments made by the public to these sites are reviewed and, while comments will not be edited by City of Kyle personnel, a comment may be hidden if it violates the comment policy described below:

- Obscene, indecent or profane language, pictures and/or videos.
- Physically threatening or harassing language.
- Content that promotes, fosters or perpetuates discrimination on the basis of race, color, gender, sexual orientation, national origin, ethnicity, age, religion or disability, or other protected status under applicable law.
- Comments not related to the posted topic for the City of Kyle social media page or post.
- Multiple successive off-topic posts by a single user or repetitive posts copied and pasted by multiple users, or spam.
- Promotion or endorsement of services and products not sponsored or in a direct relationship with the City.
- Comments advocating illegal activity, posting of material that violates copyrights or trademarks of others, or posting private or confidential information.
- Violate any local, state, or federal laws and/or is otherwise unlawful.
- Encourages actions that may compromise public safety or posts information that may compromise safety or security of the public or public systems
- Campaign materials promoting or opposing an individual in an election for political office.

The City of Kyle reserves the right to deny access to City Social Media sites for any individual, who violates the City of Kyle Social Media Policy, at any time and without prior notice. Content deemed inappropriate per City of Kyle Social Media Policy shall be promptly documented (screenshot/printout), saved pursuant to IST policies and procedures regarding record retention, and then be removed immediately.

Please be aware that when engaging with the City of Kyle through social media, you are agreeing to the social media public comment policy. This comment policy is subject to amendment or modification at any time.

## *User created content*

Users are welcome to submit or post content, including photographs and videos, to an official City of Kyle site where the agency allows users to post content, the content meets the standards articulated in this Customer Use Policy and pertains to the subject of the social media site. Users may only post their own, original content. Reproduced or borrowed content that reasonably appears to violate third party rights will be deleted. Users should have no expectation of privacy when posting to a City of Kyle site.

## *Questions or concerns*

Questions or concerns regarding the City of Kyle's social media activity and/or this policy should be submitted to [communicationsdept@cityofkyle.com](mailto:communicationsdept@cityofkyle.com).