



Social Media

Teton County has an overriding interest and expectation in deciding what is “spoken” on behalf of the county on county social media sites. Therefore, this policy establishes guidelines for the establishment and use of social media sites (such as Facebook) as a means of conveying county information to citizens and visitors.

For purposes of this policy, “social media” is understood to be content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media the county may use are Facebook, Twitter, Instagram, Linked In, etc. For purposes of this policy, “comments” include information, articles, pictures, videos or any other form of communicative content posted on county social media site(s). The following general guidelines for county social media sites are hereby established:

1. The establishment and use of any county social media site is subject to approval by the Board of County Commissioners. All county social media sites shall be managed by social media administrators consisting of the county’s Public Information Officer (PIO) and other designated staff as reported to the PIO.
2. County social media sites should make clear that they are maintained by the county and follow the county’s Social Media Policy.
3. Wherever possible, county social media sites should link to the official Teton County website for forms, documents, online services and other information.
4. Social Media Administrators will monitor all content to ensure adherence to both the county’s Social Media Policy and the interest and goals of Teton County.
5. Designated social media contact personnel (Contacts) from each department using social media sites will monitor the content for *their* department to ensure adherence to both the county’s Social Media Policy and the interest and goals of Teton County.
6. The county reserves the right to restrict or remove any content that is deemed in violation of the comments guidelines found on page two of this Social Media Policy, or of any applicable law. Any content removed due to violations of these guidelines must be forwarded to the PIO and should include the time, date, and identity of the poster, if available.
7. This Social Media Policy must be displayed to all users.
8. The county will implement the use of social media tools as consistently as possible, across all departments and elected offices.
9. The county website at www.tetoncountyidaho.gov will remain the county’s primary and predominant internet presence.
10. All county social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
11. County social media sites are subject to the Idaho Public Records Act. This means that any content maintained in a social media format related to county business, including a list of subscribers, posted communication, and communication submitted for posting, may be subject to public disclosure.
12. Employees representing county government via county social media sites must conduct themselves at all times as a representative of the county and in accordance with all county policies.
13. The use of social media by county employees is intended for the sole purpose of county business. Personal use of county social media sites is not allowed.
14. This Social Media Policy may be revised at any time.

Comments. Employees and citizens wishing to make comments on county social media sites must adhere to the following guidelines:

1. As a public entity the county must abide by certain standards to serve all its constituents in a civil and unbiased manner.
2. The intended purpose behind establishing county social media sites is twofold: (1) to disseminate information *from* the county, *about* the county, to its citizens; and (2) to engage in dialogue with citizens, visitors and potential visitors.
3. Comments containing any of the following inappropriate forms of content shall not be permitted on county social media sites and are subject to removal and/or restriction by the PIO or Social Media Contacts:
 - a. Comments not related to the original topic, including random or unintelligible comments;
 - b. Comments on topics or issues not within the jurisdictional purview of the county;
 - c. Comments that cannot be verified as factual;
 - d. Profane, obscene, violent, or pornographic content and/or language;
 - e. Content that promotes, fosters or perpetuates discrimination on the basis of race, gender, color, religion, sex, national origin, mental disability or physical disability;
 - f. Defamatory or personal attacks;
 - g. Threats to any person or organization;
 - h. Comments in support of, or in opposition to, any political campaigns or ballot measures;
 - i. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
 - j. Conduct in violation of any federal, state or local law;
 - k. Encouragement of illegal activity;
 - l. Information that may tend to compromise the safety or security of the public or public systems;
 - m. Content that violates a legal ownership interest, such as a copyright, of any party.
4. A comment posted by a member of the public on any county social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, Teton County, nor do such comments necessarily reflect county opinions or policies.
5. The county reserves the right to deny access to county social media sites for any individual, who violates the county's Social Media Policy, at any time and without prior notice.
6. Social Media Administrators shall monitor county social media site(s) for comments requesting responses from the county and for comments in violation of this policy.
7. When a Social Media Administrator responds to a comment, the employee's name and contact number should be included within the post feed. The employee shall not share personal information about himself or herself, or about other county employees.
8. All comments posted to the county Facebook site are bound by Facebook's Statement of Rights and Responsibilities, located at <http://www.facebook.com/terms.php>, and the county reserves the right to report any violation of Facebook's Statement of Rights and Responsibilities to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.