

LYON COUNTY, KANSAS PUBLIC SOCIAL MEDIA POLICY



The following Public Social Media Policy will be placed on the website and a link placed on any associated Lyon County social media outlet. This policy outlines best practices and FEMA policies for government social media. Its purpose is to protect the county while abiding by the Freedom of Information Act.

Lyon County, Kansas Public Social Media Policy

Lyon County, Kansas has several social media sites used to provide communication on events and information applicable to its employees and the community. Management of those county social media sites is governed by a Lyon County policy that provides guidance on the use of those social media sites by the public.

Moderation of Third-Party Content

Lyon County does not necessarily endorse, support, sanction, encourage, verify or agree with Third Party comments, messages, posts, opinions, advertisements, videos, promoted content, external hyperlinks, linked websites (or the information, products or services contained therein), statements, commercial products, processes or services posted on any Lyon County social media outlet.

We do not allow information intended to compromise the safety or security of the public or public systems. You participate at your own risk, taking personal responsibility for your own comments, your username and any information provided.

Disclosures & Terms for posting on any Lyon County associated sites

If a post by the public violates the Lyon County regulations for content on Lyon County sponsored social media sites, Lyon County reserves the right to restrict or remove any messages or postings with the following content:

1. Content that promotes, fosters or perpetuates discrimination based on race, creed, color, age, religion, gender, marital status, status about public assistance, national origin, physical or mental disability or sexual orientation.
2. Content that violates a legal ownership interest of any other party, including, but not limited to infringement of a copyright, trademark or any registered mark.

3. Defamatory statements, or any material contained in it, holds up an individual or groups of people to public ridicule, derision, or embarrassment, or is libelous.
4. Use of vulgar, offensive, threatening, or harassing language.
5. Unlawful goods, services, behavior, or activities. The content or any material contained in it, promotes, or encourages, or appears to promote or encourage, the use or possession of unlawful or illegal goods, services, and behavior or activities.
6. Support or opposition of any ballot issue or candidate for office. The content, or any material contained in it, contains political campaign speech. "Political campaign speech" is speech that: (1) supports or opposes or appears to support or oppose a ballot measure, initiative, or referendum, or (2) refers to any candidate for public office.
7. Religion. The content, or any material contained in it, advocates, or opposes a religion or religious belief.
8. Violence. The content, or any material contained in it, contains an image or description of graphic violence including the depiction of weapons or other devices associated in the advertisement with an act or acts of violence or harm on a person or animal.
9. "Adult"-oriented goods or services. The content, or any material contained in it, promotes, or encourages, or appears to promote or encourage, a transaction related to, or uses brand names, trademarks, slogans, or other materials which are identifiable with inappropriate adult goods and services.
10. Comments unrelated to the topic of the forum; hyperlinks to a material that is not directly related to the discussion.
11. Spam or commercial promotions; content containing unsolicited or unauthorized advertisement or solicitation.
12. Promotion or advertising of any business or commercial enterprises unless they are providing support to Lyon County services.
13. Posts or links that contain malicious software (malware) such as viruses, worms, trojans, rootkits, spyware, adware, or any other unwanted software.
14. Information that may tend to compromise the safety or security of the public or public systems.
15. This policy works in conjunction with and does not override existing or new policies or agreements.

RETENTION

Any communications sent to or received by Lyon County and its employees via social media may be subject to our retention and disclosure requirements. We are required to comply with K.S.A. 45-215-45-254; K.S.A. 75-3501 et seq. to ensure government is open and that the public has access to public records and information of which our agency is the custodian. These retention requirements apply regardless of the form of the record (e.g. digital text, photos, audio, and video). To that end, we automatically collect and store all information posted on Lyon County's social media sites. All information posted on these sites may be subject to public disclosure under K.S.A. 45-215-45-254; K.S.A. 75-3501 et seq., even if it has been deleted. The Department maintaining a site shall preserve records pursuant to a relevant records retention schedule.

EMERGENCY POSTINGS

Lyon County's social media sites are monitored only during business hours, and therefore information conveyed after hours will not be received until the next business day. If there is an emergency, please contact 911.