

Ada County Highway District Social Media Policy

1. Purpose

The Ada County Highway District (“ACHD”) has an overriding interest and expectation in deciding what is “spoken” on behalf of ACHD through the use of Social Media sites such as Facebook, Twitter, and Instagram. This Social Media Policy establishes guidelines for the establishment and use of Social Media by ACHD as means of conveying information about ACHD and its events and activities to the citizens of Ada County.

The intended purpose behind establishing ACHD Social Media sites is to disseminate information from ACHD, about ACHD, to the citizens of Ada County.

Nothing in this policy shall be applied to prohibit or infringe upon any communication, speech or expression that is protected or privileged under law. This includes speech and expression protected under state or federal constitutions as well other applicable laws.

2. General Policy

- A. ACHD Social Media sites should make clear that they are maintained by ACHD and that they follow ACHD’s Social Media Policy.
- B. Wherever possible, ACHD Social Media sites should link back to the official ACHD website for forms, documents, online services, and other information necessary to conduct business with ACHD.
- C. ACHD-designated Social Media Administrators will monitor content on ACHD Social Media sites to ensure adherence to both ACHD’s Social Media Policy and the interest and goals of ACHD.
- D. ACHD reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law. Any content removed based on these guidelines will be retained by the ACHD-designated Social Media Administrator(s) for a reasonable period of time, including the time, date and identity of the poster, when available.
- E. These guidelines will be displayed to users or made available by hyperlink.
- F. ACHD’s website at <https://www.achdidaho.org/> will remain ACHD’s primary and predominant internet presence.
- G. ACHD Social Media sites may be subject to the Idaho Public Records Act. Any content maintained in Social Media format that is related to ACHD business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure.
- H. Employees representing ACHD government via ACHD Social Media sites must conduct themselves at all times as a representative of ACHD and in accordance with all ACHD policies.
- I. This Social Media Policy may be revised at any time.

3. Comment Policy

- A. Comments or content containing any of the following inappropriate forms of content shall not be permitted and are subject to removal and/or restriction by ACHD:
1. Comments not related to the business of ACHD or not relevant to the original topic;
 2. Violent, profane, obscene or pornographic content and/or language;
 3. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, sexual orientation, gender, or national origin;
 4. Content that threatens or defames any person or organization;
 5. Content that is hateful or incites violence;
 6. Solicitation of commerce, including but not limited to, advertising of any non-government related event, or business or product for sale;
 7. Conduct in violation of any federal, state or local law;
 8. Encouragement of any illegal activity;
 9. Information that may tend to compromise the safety or security of the public or public systems;
 10. Political campaign speech, such as support or opposition for a candidate of public office or a ballot measure;
 11. Content that violates a legal ownership interest, such as a copyright, of any party
- B. A comment posted by a member of the public on any ACHD 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, ACHD, nor do such comments necessarily reflect the opinions or policies of ACHD.
- C. ACHD reserves the right to deny access to ACHD Social Media sites for any individual, who violates ACHD's Social Media Policy, at any time and without prior notice.
- D. When an ACHD employee responds to a comment, in his/her capacity as an ACHD employee, the employee's name and title should be made available, and the employee shall not share personal information about himself or herself, or other ACHD employees.

4. Reporting/Removal of Unauthorized Comments

Users may notify ACHD at [email address] if they believe there is any posted material that may be inappropriate, that violates this Policy, or any ACHD policy, is illegal, or that potentially infringes the copyrights or other rights of any persons. ACHD will investigate reports of potential violations of this Policy.

Any content removed based on these guidelines must be retained for a reasonable period of time, including the time, date and identity of the poster, when available. Upon removal of content, the Social Media Administrator shall notify the commenter that their response has been deemed inappropriate and removed due to inconsistency with ACHD's content requirements.

ACHD reserves the right, at any time and without prior notice, to deny access to the Social Media site to any individual who violates this Policy.

5. Terms of Service

Each type of Social Media maintains a “Terms of Use” agreement. All comments posted to any ACHD Social Media Site are bound by these Terms of Use and ACHD reserves the right to report any user violation.

6. Public Records/Notices/Request for Service

Comments made on any ACHD Social Media site do not constitute a legal or official notice or comment to ACHD and will not be regarded as a request for service. A public record request can be made on [ACHD Public Records Request page](#). Comments can also be submitted to ACHD’s “Tell Us” Portal.