



City of Valley Falls

Established 1854

Website & Social Media Use and Administration Policy Adopted February 4, 2026

1. **Purpose and Authority:** The City of Valley Falls ("City") recognizes that official city websites and social media platforms provide an important method to communicate with residents, promote transparency, and share timely information related to municipal operations. The Governing Body therefore adopts this Website & Social Media Use and Administration Policy ("Policy") to ensure consistent, lawful, secure, and accurate use of all official City online communication channels. This Policy is adopted pursuant to the City's general legislative and administrative authority under Kansas law, including but not limited to K.S.A. 12-101, K.S.A. 12-16, and applicable Kansas Open Records (KORA) and Open Meetings (KOMA) requirements.
2. **Administration and Account Control:**
 - a. **Master Account Access**
 - i. Only the City Administrator and the City Clerk shall have *master, administrative, or primary credential* access to:
 1. All City websites
 2. All City social media sites or pages
 3. Any third-party platform used to publish City information
 - ii. No other employee, official, volunteer, contractor, or person may be granted administrative access unless expressly authorized in writing by BOTH the City Administrator and the City Clerk.
 - b. **Posting Authority**
 - i. No employee, officer, volunteer, or other person shall post, upload, modify, delete, or otherwise alter any content on behalf of the City on any website or social media account without prior authorization from either the:
 1. City Administrator, or
 2. City Clerk.
 - ii. Authorized posting may be granted for a single item or for a defined time-limited purpose. Authorization may be revoked at any time.
 - c. **Content Custodianship**
 - i. When employees prepare content for publication (e.g., event descriptions, notices, images), such content must be submitted to the City Administrator or Clerk for review prior to posting.
 - ii. All account credentials shall be securely stored and managed in accordance with the City's cybersecurity practices.
3. **Purpose of Official City Publications**
 - a. Official Governmental Business Only

- i. Publications—whether on the website, social media, or similar platforms—shall be used exclusively for:
 - 1. Official City governmental business
 - 2. Required or customary public announcements
 - 3. Emergency communications or public safety information
 - 4. Information authorized by the Governing Body, City Administrator, or City Clerk
- ii. City accounts shall not be used for:
 - 1. Personal opinions
 - 2. Political endorsements or election-related advocacy (consistent with Kansas Ethics laws)
 - 3. Promotion of unofficial events unrelated to City operations
 - 4. External commercial advertising unless specifically approved by the Governing Body
 - 5. “Unofficial” governmental notices (e.g., unapproved drafts, internal discussions, or unfinalized information)
- iii. Postings should be clearly identified as originating from the City, factually accurate, and consistent with approved information.

4. Content Standards & Restrictions

- a. The following standards apply to all City of Valley Falls platforms:
 - i. Professionalism & Accuracy
 - 1. All posts must be objective, factual, and written in a professional tone.
 - 2. Rumors, speculation, or unverified information shall not be published.
 - ii. Prohibited Content The City will not post, permit, or respond to content that includes:
 - 1. Obscene, profane, or defamatory language
 - 2. Threats, harassment, or discriminatory expressions
 - 3. Personal attacks or confidential information
 - 4. Comments advocating illegal activity
 - 5. Political campaign messaging
 - 6. Commercial solicitations
 - iii. Moderation
 - 1. The City may hide, restrict, or remove comments that violate platform rules, applicable laws, or the City’s moderation statement.
 - 2. Any blocked or removed content may constitute a record under KORA and must be retained as practicable.

5. Kansas Legal Compliance

- a. Kansas Open Records Act (KORA)
 - i. All content posted by the City may constitute a public record under K.S.A. 45-215 et seq.
 - ii. Posts, comments, and messages received through City platforms are subject to disclosure unless a statutory exemption applies.
 - iii. Staff must ensure records retention practices follow Kansas Historical Society

- guidance for electronic communications.
- b. Kansas Open Meetings Act (KOMA)
 - i. Governing Body members must avoid engaging with each other on City social media in a manner that could create:
 - 1. A serial communication
 - 2. A quorum discussing City business
 - ii. No official deliberation may occur on social media.
 - c. Copyright / Intellectual Property
 - i. The City may only publish photographs, graphics, or text it owns, has created, or has obtained proper permission to use.
 - d. Public Accessibility & Non-Discrimination
 - i. The City will strive to ensure accessibility of posted content consistent with ADA and Section 508 guidance, where applicable.

6. **Security and Account Protection**

- a. Multi-factor authentication (MFA) shall be used whenever available.
- b. Passwords must be complex, stored securely, and changed regularly.
- c. Any suspected unauthorized access must be reported immediately to the City Administrator and City Clerk.
- d. The City Administrator may temporarily suspend or deactivate accounts during security concerns.

7. **Employee Personal Use Disclaimer**

- a. Employees may maintain personal social media accounts, but may not represent or imply representation of the City unless specifically authorized.
- b. Employees must not disclose non-public information obtained through employment.

8. **Enforcement**

- a. Violations of this Policy may result in:
 - i. Revocation of posting privileges
 - ii. Disciplinary action
 - iii. Contract termination (for contractors or volunteers)
 - iv. Referral to law enforcement if warranted

9. **Policy Review and Amendments**

- a. The Governing Body may amend this Policy as needed.
- b. The City Administrator and Clerk are responsible for periodic review to ensure compliance with changes in Kansas law and best practices for municipal communications.