

Communications and Social Media Policies for Towns and Cities
October 9, 2024







Government Agencies Need to Protect Themselves from Legal Issues

We turn to our legal counsel to guide us.

Important Website & Social Media Policies

Privacy Policy: https://ut-greatersaltlakemsd.civicplus.com/privacy

Copyright Notice: https://ut-greatersaltlakemsd.civicplus.com/copyright

Disclaimer: https://ut-greatersaltlakemsd.civicplus.com/236/Disclaimer

Accessibility: https://ut-greatersaltlakemsd.civicplus.com/accessibility

Social Media Policy: https://msd.utah.gov/79/3320/Social-Networking

Privacy Policy (Utah State Auditor's Office)



Greater Salt Lake Municipal Services District

Website Privacy Policy Statement

Introduction

Thank you for visiting the Greater Salt Lake Municipal Services District ("MSD," "we," or "our") website. We are committed to protecting your personal information and your right to privacy. If you have any questions about this privacy statement or our practices about your personal information, please contact **Marla Howard at** mahoward@msd.utah.gov**.** Our MSD Website Manager is **Maridene Alexander at** Maalexander@msd.utah.gov**.**

What information do we collect?

In short: We collect personal information that you voluntarily provide to us and information that is automatically collected.

1) Information You Provide to Us.

We collect personal information that you voluntarily provide to us when you express an interest in obtaining information about us or our products and services, when you participate in activities on the website or otherwise when you contact us. Personal information shall be defined consistent with Utah Code 13-44-102.

Privacy Policy



The personal information that we collect depends on the context of your interactions with us and the Website, the choices you make, and the products and features you use. The personal information we collect may include the following:

Payment Data. We may collect data necessary to process your payment if you make payments for services provided by the MSD. Please note, the MSD contracts with third-party vendors to collect and process online payments for business licenses, building permits, planning applications and parking ticket fines. These vendors collect information from you voluntarily when you register or initiate online payment transactions through their websites. They collect your name, address, email, phone number and credit/debit card number, card issue date, and the security code associated with your payment instrument. You may find their privacy notice here:

- Xpress Bill Pay - https://www.xpressbillpay.com/privacy/
- Cityworks – https://www.cityworks.com/legal/privacy-policy/

All personal information you provide must be true, complete, and accurate, and you must notify us of any changes to such personal information.

Privacy Policy



2) Information Automatically Collected.

We automatically collect certain information when you visit, use, or navigate the Website. This information does not reveal your specific identity (like your name or contact information) but may include device and usage information, location data, or website visitor information.

•**Device Data** – such as your IP address (or proxy server), browser and device characteristics (name, identification numbers, operating system), internet service provider and/or mobile carrier, type of device, language preferences, referring URLs, usage patterns and preferences as you navigate the Website.

• **Location Data –** such as device location, PGS and other technologies to collect geolocation data that tells us your approximate location (based on your IP address). You can opt out of allowing us to collect this information by refusing access to the information or by disabling your location settings on your device.

• **Website visitor information** – we may collect information about how and when you visit the Website about your visit, such as pages you visited and when you use the Website and other information for our internal analytics and reporting purposes.

We contract with CivicPlus to be the Website content management system for the MSD. Here is a link to their privacy policy: **https://www.civicplus.com/privacy-policy/**

We contract with Esri to use its Geographic Information System (GIS) IS system for mapping and analyzing data. Here is a link to the ESRI Privacy Policy: **https://www.esri.com/en-us/privacy/privacy-statements/privacy-statement**

Privacy Policy



How do we use your information?

In short: We process your information for purposes based on legitimate business interests, the fulfillment of our service with you, compliance with our legal obligations, and/or your consent.

We use personal information collected via our Website for a variety of business purposes described below. We process your personal information for these purposes in reliance on our legitimate business interests, in order to provide you with a service, a license, a permit, or other information, with your consent, and/or for compliance with our legal obligations.

We use the information we collect or receive:

- To fulfill service obligations.
- To personalize the user experience on the Website.
- To improve customer service.
- To send periodic emails.
- To respond to your inquiries or offer support to users.
- To provide you with a license or a permit needed to conduct business or build or modify a business or home.
- To send administrative information to you.
- To enforce our terms, conditions and policies for business purposes, to comply with regulatory requirements or in connection with our contract.
- To respond to legal requests and prevent harm.

Privacy Policy



Will your information be shared with anyone?

In short: We only share information with your consent, to comply with laws, to provide you with services, to protect your rights, or to fulfill business obligations.

We may process or share the data that we hold based on the following legal basis:

- **Consent:** We may process your data if you have given us specific consent to use your personal information for a specific purpose.
- **Legitimate Interests:** We may process your data when it is reasonably necessary to achieve our legitimate business interests.
- **Performance of a Service:** Where we are providing a service to you, we may process your personal information to fulfill the request for a permit, license, approval or other such purpose.
- **Legal Obligations:** We may disclose your information where we are legally required to do so in order to comply with applicable law, governmental requests, a judicial proceeding, court order, or legal process, such as in response to a court order or a subpoena, consistent with Utah Code Sections 77-23c-101 to 77-23c-105.
- **Vital Interests:** We may disclose your information where we believe it is necessary to investigate, prevent, or take action regarding potential violations of our policies, suspected fraud, situations involving potential threats to the safety of any person and illegal activities, or as evidence in litigation in which we are involved.

Privacy Policy



How long do we keep your information?

In short: We keep your information for as long as necessary to fulfill the purposes outlined in this privacy notice unless otherwise required by law.

We will only keep your personal information for as long as it is necessary for the purposes set out in this privacy notice unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal documents). No purpose in this notice will require us to keep your personal information for longer than three years.

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize such information, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible, consistent with Utah Code 13-44-201.

- We retain personal data only as long as necessary to fulfill the purposes outlined in this privacy statement unless a longer retention period is required or permitted by law. (such as tax, accounting or other legal documents).
- No purpose in this statement will require us to keep your personal information for longer than three years.
- Deletion schedule: consistent with Utah Code 13-44-201.

Privacy Policy



How do we keep your information safe?

In short: We aim to protect your personal information through a system of organizational and technical security measures.

We have implemented appropriate technical and organizational security measures designed to protect the security of any personal information we process. However, despite our safeguards and efforts to secure your information, no electronic transmission over the internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that unauthorized third parties will not be able to defeat our security, and improperly collect, access, steal, or modify your information.

Although we will do our best to protect your personal information, transmission of personal information to and from our Website is at your own risk. You should only access the Website within a secure environment. If we become aware of a security breach we will notify you pursuant to Utah Code Section 13-44-202.

Privacy Policy



What are your privacy rights?

In short: You may review, change, or terminate your account at any time.

Individuals have rights under respective laws, such as GRAMA, that may include access, rectification, erasure, data portability, and objection to data processing rights. For more detail on these rights contact your Privacy/Records Management officer at: Marla Howard at mahoward@msd.utah.gov

How do we respond to a data breach?

***In short:* We have procedures to detect, report, and respond to data breaches promptly, including notifying affected individuals and authorities.**

How do we make updates to this notice?

In short: Yes, we will update this notice as necessary to stay compliant with relevant laws.

We regularly review and update privacy policies to ensure compliance with respective laws We will update this policy as necessary to stay compliant with relevant laws. We reserve the right, at our discretion, to change, modify, add, and/or remove portions of the Privacy Policy at any time.

How can you contact us about this notice?

If you have questions or comments about our Privacy Policy Statement, you may email us at **Mahoward@msd.utah.gov**

Last updated: 2/14/2024

Copyright Policy



CivicPlus Content Management System © 1997-2030 CivicPlus. All rights reserved.

All content © 2019-2030 Greater Salt Lake MSD, UT and its representatives. All rights reserved.

Disclaimer



If you require any more information or have any questions about our website's disclaimer, please

feel free to contact us by email at maridenealexander@gmail.com.

Disclaimer for Greater Salt Lake Municipal Services District

All the information on this website – www.msd.utah.gov – is published in good faith and for general information purposes only. Greater Salt Lake Municipal Services District does not make any warranties about the completeness, reliability and accuracy of this information. Any action you take upon the information you find on this website (Greater Salt Lake Municipal Services District), is strictly at your own risk. Greater Salt Lake Municipal Services District will not be liable for any losses and/or damages in connection with the use of our website.

From our website, you can visit other websites by following hyperlinks to such external sites. While we strive to provide only quality links to useful and ethical websites, we have no control over the content and nature of these sites. These links to other websites do not imply a recommendation for all the content found on these sites. Site owners and content may change without notice and may occur before we have the opportunity to remove a link that may have gone 'bad'.

Please be also aware that when you leave our website, other sites may have different privacy policies and terms that are beyond our control. Please be sure to check the Privacy Policies of these sites as well as their "Terms of Service" before engaging in any business or uploading any information.

Consent

By using our website, you hereby consent to our disclaimer and agree to its terms.

Update

Should we update, amend or make any changes to this document, those changes will be prominently posted here.

Website Accessibility



If you use assistive technology (such as a Braille reader, or a screen reader) and the format of any material on this website interferes with your ability to access information, please get in touch with us. To enable us to respond in a manner most helpful to you, please indicate the nature of your accessibility problem, the preferred format to receive the material, the web address of the requested material, and your contact information.

Accessibility Design Guidelines

Our website has been designed with the following accessibility guidelines in mind:

- We work to comply with Section 508 as well as WCAG 2.0 A and AA referring to website accessibility standards.
- If you have difficulty accessing the site or have any comments or feedback, please do not hesitate to contact us.

Browser Accessibility Information

Many popular browsers contain built-in accessibility tools.

- Chrome Accessibility Information
- Firefox Accessibility Information
- Microsoft Edge Accessibility Information
- Safari Accessibility Information

Additional Plug-ins

Adobe Reader is required to view and print PDF documents that appear on this website.

- To download this program for free, visit the Adobe website.
- To read PDF documents with a screen reader, please visit the Adobe Reader Accessibility website which provides useful tools and resources.

Supported Assistive Technology

- Latest Version of JAWS for Windows
- Latest Version of NVDA for Windows
- Latest Version of VoiceOver for Mac OS X
- Keyboard-Only Navigation

Social Media Policy - Facebook



Social Media Policy on MSD Facebook Page:

This user agreement ("Agreement") governs the use of all social networking profiles, pages, and sites created and maintained by the Greater Salt Lake Municipal Services District ("MSD"). Your use of MSD's social networking pages constitutes your agreement to comply with this Agreement. If you do not agree with this Agreement, please do not use MSD's social networking pages. This Agreement may be modified from time to time without notice. Continued access to MSD's social networking pages constitutes your acceptance of any change or revisions to this Agreement. Your failure to follow the terms of this Agreement may result in suspension or termination of your access to MSD's social networking pages without notice.

Social Media Policy - Facebook



MSD does not endorse, support, sanction, encourage, verify, or agree with any comments, opinions, or statements posted on social networking pages, except by MSD; comments, opinions, or statements posted in an official capacity will be made by an identified, official, verified source.

Any information or material placed online, including advice and opinions, are the views and responsibilities of those making the comments and do not necessarily constitute the views of MSD. By submitting a comment for posting, you agree that MSD and its third-party service providers are not responsible and shall have no liability to you, with respect to any information or material posted by others, including defamatory, offensive, or illicit materials, even though it may violate this Agreement.

All comments shall be deemed to be public documents and subject to retention and disclosure pursuant to applicable public disclosure laws binding on MSD.

MSD social networking sites serve as a limited public forum and all content published is subject to monitoring. As such, MSD reserves the right, but undertakes no duty, to review, edit, move, or delete any material submitted as a comment to the information provided for display or placed on the social networking site.

Social Media Policy



User-generated posts will be reviewed and may be rejected or removed (if possible) when the content:

- Contains obscene or sexually explicit material
- Contains personal identifying information or sensitive personal information
- Is threatening, retaliatory, harassing, or discriminatory
- Includes disparaging remarks, comments, or responses targeting another user
- Incites or promotes violence
- Contains information that reasonably could compromise individual or public safety
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- Advertises or promotes a commercial product or service, or any entity or individual
- Promotes or endorses political campaigns or candidates
- Is not directly related to the original post
- Demeans, disparages or belittles other users
- Includes links to external sources which violate this Agreement
- Advocates or depicts illegal activity
- Includes copyrighted material owned by a third-party

Social Media Policy – Facebook



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- Advertises or promotes a commercial product or service, or any entity or individual
- Promotes or endorses political campaigns or candidates
- Is not directly related to the original post
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- Includes links to external sources which violate this Agreement
- Advocates or depicts illegal activity
- Includes copyrighted material owned by a third party

Social Media Policy - Facebook



User-generated posts will be deleted without review, and the user banned, when the content:

- Encourages other users to direct message (DM) or interact outside the social forum or platform
- Encourages other users to purchase unauthorized branded merchandise
- Is considered spam (unrelated commentary or content posted repetitively and on multiple posts/pages)

Please note that by using or accessing MSD's social media profiles, pages, and sites, you are agreeing to abide by the terms of service of the hosting site. If you have any questions concerning the operation of this online moderated discussion site, please email maalexander@msd.utah.gov or call (385) 468-6733. Updated 4/8/2024

Social Media & Local Government

Attorney Julie Tappendorf jtappendorf@ancellink.com

First Amendment Rights – citizens have protected FREE speech in comment section on your website.

You cannot delete comments that are:

- Negative
- Critical
- Personal attacks
- Inappropriate
- Inflammatory
- Unfavorable
- Offensive
- Profanity
- Hate Speech

About: Government, Public Official or Employee

Profanity, Blocking, Banning, Hiding, Spam

Facebook has a profanity filter in place. Use their filer. You can no longer add words to the filter due to protected speech.

You can no longer “hide” a comment, block a person, ban a person or mute a person. Your policy needs to reflect this! If you block or ban it shuts off a person’s access to the government.

“Spam” is not Protected Speech, however, you cannot delete it if you don’t have a policy.

Okay, what CAN YOU DO?

Adopt a Comment Policy, here are the rules.

- Be very clear what is NOT allowed. If a visitor to your Facebook page violates any of these then their post will be deleted.
- Post your Social Media Policy on your website and on all your social media outlets – Facebook, Twitter, Instagram, etc.
- You can ban non-protected speech and delete this off your website:
  - Obscenity
  - Sexual content
  - Pornographic

What about Discrimination of a Protected Class?

Certain “Hate Speech” is not protected, such as “Women are terrible drivers.”

Also, unfavorable opinions are not protected.

Calling for discrimination – asking others to discriminate.

You can ban:

- True threats of violence
- Spam
- Violations of Copyright



What can you do? You can:

- Hide obscenity if it violates your policy
- Delete Hate Speech or any promotion of discrimination
- Delete defamation if it is false, an assertion of fact or it if causes damage
- Keep your personal account separate from your government social media- The Supreme Court said it is not problematic if you share a government post on your account, just don't post anything yourself about a government organization
- If an elected official wants to post – you need to set up an elected official page, however, don't entangle your personal page with government posts.

State Auditor's Office – Use of Social Media Accounts by Government Elected Officials

- Public funds should not be used to pay to maintain or promote political or personal social media accounts. Government websites should not be used to support, promote, or drive followers to those social media accounts.
- Avoid linking campaign-related social media accounts on governmental websites
- Avoid using government social media accounts for political purposes
- Avoid making government expenditures of public funds on social media activities which may be reasonably perceived as political campaign-related support

Artificial Intelligence (AI) –

It is integrated in so many programs: ChatGPT, Canva, Microsoft Copilot, Jasper, Grammarly, and many more

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- Everyone is using it to some capacity or another.
- Important to remember AI can't think, it is simply well-read
- We all need to draft an AI Policy (binding set of rules) and Guidelines (Best practices for using AI)

Treat AI like an intern:

- ✓ Don't trust with sensitive information
- ✓ Double-check their work
- ✓ Take accountability
- ✓ Watch for misinformation

AI Timesavers

- Emergency communications – need fast press releases – saves lives, needs to be quick, builds trust
- Writing multiple statements from many communities
- Writing policies, but your attorney is best at this
- Writing multiple press releases
- Writing multiple social media posts from one press release
- Your communications person (that's me) is still ultimately responsible for the end product – double-check and recheck all facts, quotes, numbers, etc.



Any questions? Thank you

Maridene Alexander

Communications Manager

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www.msd.utah.gov