



West Valley Fire-Rescue

Yakima County Fire District 12

YAKIMA COUNTY FIRE DISTRICT 12
10000 ZIER ROAD
YAKIMA, WA 98908

POLICY # 2604

COMMISSION CHAIR SIGNATURE S/B *Jim Borst*, Chair

EFFECTIVE DATE: 3/12/2024
REVISED DATE:

POLICY TITLE: External Social Media

REFERENCES: US Constitution First Amendment, RCW 42.17.555

1.0 PURPOSE

1.1 To establish Fire District Social Media accounts as a limited public forum.

1.2 The District has an overriding interest and expectation of protecting the first amendment rights of individuals interacting with our social media accounts. However, as a limited public forum may hide or delete content that is not protected speech.

1.3 Social Media is a great way to connect with others, exchange knowledge, share information and promote cooperation. The District social media is used to inform the public of fire safety and activities within the district.

2.0 DEFINITION

“Social Media” is the term given to websites, online tools and interactive communication technologies that allow users to interact with one another to share information, opinions, knowledge, photos and interests. Examples of Social Media include such web platforms as blogs, message boards, wikis, social and professional networking websites and content

sharing sites. Non-exhaustive examples of such sites include Facebook, LinkedIn, Twitter, Instagram and YouTube.

3.0 RESPONSIBILITY

3.1 This policy applies to all persons interacting with District social media.

3.2 District social media account managers shall utilize this policy to ensure comments that are viewpoint discrimination be hidden or removed while maintaining a limited public forum where all viewpoint neutral comments are allowed.

4.0 PROHIBITED COMMENTS/POSTS

4.1 Comments that are truly threatening, aggressive, purposefully incomplete, overtly misleading or promote, foster or perpetuate discrimination based on race, age, religion, gender, national origin, disability, sexual orientation, veteran status, or other protected class.

4.2 Comments that are not germane or relevant to the functions of the District.

4.3 Spam or potential spam, or comments that contain a hyperlink to any website other than those controlled by the Fire District.

4.4 Comments containing actual defamation against a specifically named person or organization, either as determined by a court or when comments are patently defamatory by reference to easily discovered facts.

4.5 Comments that promote or advertise commercial services, entities or products.

4.6 Comments that support or oppose a ballot measure or candidate for public office. RCW 42.17.55

5.0 VIOLATIONS

5.1 Comments posted to District social media that violate section 4.0 in most cases will be hidden from view, deleted or the offending portion of the post removed.

5.2 Comments that are borderline viewpoint neutral or would potentially cause Public Disclosure Violations for ballot measures will be considered public comment and, in most cases, not removed. Example: Vote No on Prop 1 comment would cause more harm than good in removing it.