

Kitsap County Social Media Use and Comment

Administrative Regulations

I. PURPOSE

Kitsap County operates authorized County social media accounts on social media platforms to provide timely and accurate information about County programs, services, and events. These accounts are intended for informational purposes and are operated as limited public forums or, where commenting is disabled, as non-public forums, as determined by the County and in accordance with applicable law. These accounts supplement, but do not replace, official County communication platforms such as www.kitsap.gov.

By commenting or posting on a County page, users agree to comply with this policy as well as the respective platform's terms of use.

II. LIMITED PUBLIC FORUM

County social media pages that allow public commenting operate as limited public forums for discussion of County-related topics, as defined in the Kitsap County Social Media Policy and applicable law. Moderation of public comments is conducted in a content-neutral and viewpoint-neutral manner. Comments may be hidden or removed only for lawful, content-based reasons.

III. COMMENT AVAILABILITY

Some County platforms, pages, or posts may operate as non-public forums (informational only) and will not allow public commenting. The Public Communications Manager, department directors, or elected officials acting within their respective authority determine whether commenting will be enabled or disabled on a given platform, account, page, or post.

IV. COMMENT GUIDELINES AND MODERATION

Kitsap County's social media pages are moderated during regular business hours to maintain a constructive and lawful dialogue. Moderation is conducted in a viewpoint-neutral manner and only for legitimate, content-based reasons defined in this policy. All moderation actions are documented and archived in accordance with RCW 42.56 and applicable Washington State records-retention schedules. Questions about moderation may be directed to the Public Communications Manager.

Kitsap County welcomes community participation consistent with the purpose of these pages. Comments should remain civil, respectful, and relevant to the topic of the original post. Comments or posts may be hidden or removed only when they fall within one or more of the following content-based categories, applied equally to all viewpoints, as permitted by law:

- Off-topic or repetitive spam, meaning comments that are unrelated to the subject matter or stated purpose of the page or post, or that are repeatedly posted in a disruptive manner.
- True threats, defined as statements that a reasonable person would interpret as a serious expression of intent to commit violence against a person or property.
- Incitement to imminent lawless action, where the content is intended and likely to produce immediate unlawful conduct.
- Obscenity, as defined by applicable law, and sexually explicit material.
- Targeted harassment of an identifiable individual, including repeated unwanted conduct or

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statements reasonably intended to intimidate or threaten a specific person.

- Comments that disclose private or personal information about another person (such as home address, phone number, Social Security number, driver’s license number, or medical information).
- Commercial promotions or solicitations unrelated to County business, including scams or spam.
- Copyright or trademark infringement, where the County has received a credible claim of infringement.
- Electioneering or campaign advocacy (e.g., “vote for” or “vote against” content) when unrelated to the subject matter of the County’s post, applied equally to all viewpoints.
- Malware, phishing, or malicious links that compromise security or public safety.
- Content that violates any law or encourages illegal activity.
- Threatening, harassing, or discriminatory conduct directed at an identifiable individual or group that is not protected speech under applicable law.

V. ENDORSEMENT AND EXTERNAL LINKS

External links, advertisements, or user-generated content on County social media pages do not constitute endorsement by Kitsap County. The County does not verify the accuracy of information posted by external users.

VI. PUBLIC RECORDS AND DISCLOSURE

All content on Kitsap County’s official social media pages, including comments and messages, is a public record under RCW 42.56 and may be disclosed upon request. Removed comments are retained in accordance with applicable Washington State records-retention schedules and applicable law. Requests for public records must be submitted through the County’s official Public Records Request process. Requests made through social media platforms are not reliable and may not be recognized as valid requests under the Public Records Act.

VII. CONTACT AND EMERGENCIES

Social media pages are not continuously monitored and are not intended as official communication channels with Kitsap County. They should not be used to report emergencies or crimes.

For emergency assistance, dial 911.

For official County business, visit www.kitsap.gov or contact the relevant department/office directly.

VIII. POLICY UPDATES

These administrative regulations are approved by the County Administrator. This policy may be updated as needed to reflect changes in law, technology, or platform requirements and will be posted to official County pages when revised.