

	SUBJECT	POLICY NUMBER
	SOCIAL MEDIA ACCOUNTS	<b>DIRECTIVE</b>
		EFFECTIVE DATE
		<b>02/20/20</b>
	APPLICABLE CALEA STANDARDS	RESCINDS
		DATE
<b>08/07/18</b>		

## I. PURPOSE

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To establish guidelines and procedures related to the use and maintenance of the agency wide Twitter, Facebook, YouTube, and other social media accounts.

## II. POLICY

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- A. The Patrol will maintain an agency wide Facebook account which is <https://www.facebook.com/KansasHighwayPatrol>. The agency Facebook page will be maintained by members of the Patrol's Public and Governmental Affairs Unit.
  - 1. Localized Troop Facebook pages will be set up at the discretion of Troop Commanders. The pages will abide by the same rules and regulations that the main agency page has established.
- B. The Patrol will maintain one YouTube account for the Patrol which is <https://www.youtube.com/user/KSHighwayPatrol>. The YouTube account will be maintained by members of the Patrol's Public and Governmental Affairs Unit. The Patrol's Public Resource Officers will be provided the information needed to upload to the YouTube account.
- C. The KHP will maintain one Instagram account which is <https://www.instagram.com/kshighwaypatrol/>. The account will be maintained by the members of the Patrol's Public and Governmental Affairs Unit.
- D. The Public and Governmental Affairs Unit, Training Academy Staff, and Public Resource Officers may also utilize Periscope in efforts to broadcast our message to the citizens of Kansas. Periscope is a free, live streaming application that allows us to not only live stream but interact with the public in a live fashion. Prior to utilizing Periscope, members shall attain their direct supervisor's permission.
- E. The KHP will maintain a primary Twitter account for the KHP which is identified as [@kshighwaypatrol](https://twitter.com/kshighwaypatrol). The account will be maintained by members of the Patrol's Public and Governmental Affairs Unit. The agency will also maintain Twitter accounts including but not limited to recruiting, field troops, and training.
- F. The KHP will maintain one Twitter account specifically for recruiting. [@KHPRecruiting](https://twitter.com/KHPRecruiting) will be maintained by the KHP Recruiter within the Public and Governmental Affairs Unit.
- G. Troops A, B, C, D, E, F, H, J, K, and T will be allowed to maintain a Twitter account. These accounts will feature troop and location specific information that will be maintained by the Troop's Public Resource Officer or designated member. Information to be used on Twitter includes but is not limited to:
  - a. Photos
  - b. Traffic conditions
  - c. Promote statewide activities or initiatives
  - d. Promote local district activities
  - e. Construction zone information
  - f. Outreach events
  - g. Weather alerts and updates
  - h. Safety messages
  - i. Amber alerts

- j. Generic media information
- k. Future training classes
- l. Recruit class updates
- 2. The troop level Twitter accounts will be used to promote statewide activities or initiatives as well as local troop/district activities.
- 3. All Twitter accounts will retweet from each other if it is applicable to their district and audience.
- 4. The names of the KHP Twitter accounts will be:
  - a. @KHPAircraft
  - b. @KHPTraining
  - c. @TrooperMikeKHP
  - d. @TroopCandiceKHP
  - e. @TrooperChadKHP
  - f. @TrooperDonKHP
  - g. @TrooperRickKHP
  - h. @TrooperBenKHP
  - i. @TrooperTodKHP
  - j. @KSCapitolPolice
  - k. @KHPEnEspanol
  - l. @KHPFleet
  - m. @Kansas\_DRE\_SFST
  - n. @KHPRecruiting
  - o. @kshighwaypatrol
- H. The Public and Governmental affairs will monitor and assist with design and oversee the accounts upon the approval of Senior Command Staff. The Public and Governmental Affairs Unit and primary KHP social media account administrators will have access to each Troops account and oversight authority of each Troop's social media accounts.
  - 1. With the addition of new technology and new social media platforms, approval of the Senior Command Staff will be required before acquiring any such platforms.
- I. Social media has proven to be a beneficial tool for businesses and organizations to quickly and effectively spread their message and reach people that normally would not be reached via traditional media (news release, media outlets, etc.) The Public and Governmental Affairs Unit will be cognizant of the newest and most efficient social media platforms to help push the message of the Kansas Highway Patrol.
- J. All social media accounts operated by members of the Kansas Highway Patrol and public will adhere to the [State of Kansas Social Media Policy](#) and the Kansas Highway Patrol's social media policy, ADM-31.

### III. TERMS OF USE

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- A. Limited Public Forum
  - 1. All social media platforms used by the Kansas Highway Patrol are designated as Limited Public Forums. The agency welcomes a person's right to express their opinion and encourages participants to keep comments relevant to the topic in question. Posting of any content on any social media platform used by the Patrol, by any visitor, follower, subscriber, or fan constitutes acceptance of these terms of use.
- B. Definitions
  - 1. Social Media Platform: A website or application created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the internet offered to the public to provide content, comments, audio, video, still-photos, or written communications between other members of the public and/or representatives of particular groups, businesses,

organizations, or departments. Examples of social media platforms include Facebook, Instagram, Twitter, YouTube, LinkedIn, website blogs with commenting capabilities, forums, and emergency notification services.

2. Content: Any written copy, photos, graphics, videos, live-video streams, comments, or any form of informative content exchanged between parties.

C. Moderation of Content

1. As a limited public forum, the Patrol reserves the right to remove or block any posted content, including but not limited to:
  - a. Content that contains obscene, profane, or abusive language
  - b. Content that is sexual in nature
  - c. Content that threatens or defames any person or organization
  - d. Content that incites violence or references killing or harming anyone
  - e. Content advocating illegal activity
  - f. Content that promotes or perpetuates discrimination on the basis of race, religion, creed, color, sex, disability, familial status, national origin or ancestry, age, sexual orientation, or gender identity
  - g. Content that contains confidential information or information that may compromise the safety or security of any person or that could compromise public safety or ongoing investigations
  - h. Content that promotes commercial services, products, or political organizations or candidates
  - i. Content that is off-topic or unrelated to the specific post involved
  - j. Content that is repetitive or duplicative

D. Denial of Access

1. The Patrol reserves the right to deny access to any Patrol social media sites to any individual, who violates the Patrol's social media directive, at any time and without prior notice. If an individual wishes to contest the removal or hiding of their content or their denial of access ("banned" status) from the Patrol's social media platforms, they may do so by contacting the Patrol at (785) 296-6800 and requesting to speak to a member of the Public and Governmental Affairs Unit.