

# Department of Liquor and Lottery Facebook Social Media Accounts

## Social Media Comment Policy

### **Introduction**

One of the ways the State of Vermont engages with the public is through social media channels, such as Facebook, Instagram, LinkedIn, and Twitter. Vermont's state-owned social media accounts expand traditional channels for public engagement, giving the public an opportunity to engage with state entities. These social media accounts also allow the public to engage with each other as they might in a local Town Meeting or other governmental public meeting.

Content and comments on the Department of Liquor and Lottery's social media accounts will be moderated as set forth below.

### **Terms of Service**

The State of Vermont welcomes public engagement on social media at any time. However, given the need to manage state resources and content moderation, responses should only be expected during regular State of Vermont business hours.

When engaging with the Vermont Department of Liquor and Lottery on social media, you are agreeing to the terms outlined in this social media policy (Policy). Further, when engaging with Vermont Department of Liquor and Lottery on Facebook, Instagram, LinkedIn, or Twitter sites, you are subject to the Terms of Service (TOS) of the host site. Content (photos, videos, etc.) you share with or post to Vermont Department of Liquor and Lottery pages are subject to the TOS of the host site. The State of Vermont is not responsible for limits Facebook, Instagram, LinkedIn or Twitter may place on speech as a result of violations of the TOS. Content shared may be used by the owners of the host site for their own purposes according to the site-specific TOS. The State of Vermont encourages the public to review host site TOS prior to engaging with State of Vermont social media accounts so they fully understand their rights.

### **User Generated Content**

The public is encouraged to share comments and content with Vermont Department of Liquor and Lottery on social media to ensure the accounts remain a venue where people feel welcome to express diverse viewpoints and participate in democratic processes. Content and comments shared should adhere to the standards outlined in this Policy and host site TOS and should follow all copyright and trademark laws.

The Vermont Department of Liquor and Lottery reserves the right to "hide" or remove content or comments that contain:

- Profane or obscene language or content

- Defamatory language
- Content intended to sexually harass others
- Threats of violence or to public safety
- Information that may compromise the safety or security of the public, including public systems, and infrastructure
- Information that may compromise the safety or security of the State, including State employees
- Personal attacks on individuals with offensive content or language which targets race, ethnicity, religion, national origin, gender, gender identity, sexual orientation or disability status
- Content that includes information which is confidential or personally identifying by law, rule or regulation
- Solicitations of commerce or advertisements for products, services, entities or individuals
- Spam or links to malicious or harmful software
- Content intended to impersonate another person or legitimate organization

### **Customer Use Policy**

Comments and content posted in Vermont Department of Liquor and Lottery's social media pages are reviewed by the Marketing and Communications team.

With respect to Facebook and Instagram, the Vermont Department of Liquor and Lottery does not discriminate based on viewpoint. Content and comments will not be edited, but we reserve the right to:

1. block certain words from appearing on the site through the profanity/hidden words filter which will "hide" user generated content or comments
2. manually "hide" or remove user generated content or comments if they violate the criteria above.

Hidden content or comments are available to the commenter and friends only. Removal of content and comments will be reserved for the most egregious violations of this Policy. Comments removed from our Facebook, LinkedIn, or Instagram accounts is documented and saved by the Vermont Department of Liquor and Lottery and will be subject to the State of Vermont's Public Records Act (PRA). No record is created when content or comments are automatically hidden by Facebook or Instagram's automated tools (such as the profanity filter), thus the Vermont Department of Liquor and Lottery will be unable to provide records responsive to requests for this information. Content and comments on Twitter will not be edited or removed.

Express or implied threats of violence or to public safety may be referred to the Vermont State Police for investigation.

Individual accounts will not be blocked or banned unless the account is associated with threats of violence, or harassment of Department staff. Accounts established as "bots"

(automated accounts) or fake accounts (not associated with a verifiable specific individual or organization, such as parody accounts) will be blocked or banned.

### **Disclaimer**

- Liking and following an account, user or page by a State of Vermont Instagram, Facebook, LinkedIn, or Twitter account on third party sites does not equal an endorsement.
- Liking, commenting, or sharing specific content by a State of Vermont Instagram, Facebook, LinkedIn, or Twitter account does not equal an endorsement of the global third-party content.
- The State of Vermont is not responsible for, nor can it control content on third-party sites.
- The State of Vermont does not control nor guarantee the accuracy or completeness of information contained in external content or hypertext links linking to or from third-party websites.
- Third party content and links are not intended to reflect the opinion of the State of Vermont.