



Social Media: Best Practices and Legal Risks

March 3, 2026

Stronger Counties. Stronger Kentucky.

Growing up with social media





Lexington Police Department [Follow](#)

December 31, 2018 · ⚙️

No words. 🤔



No words. 🤔

6.7K 1.2K Comments 24.4K Shares

Like Comment Share

2,033,974 people reached > Boost Post

Dec. 31 – Day of Post

Tweet

Krispy Kreme @krispykreme

🙏 We're thinking of you during this difficult time...and have more doughnuts on the way! 🍩

Lexington Police @lexkypolice
No words. 🤔

Jan. 1

Page Settings

17.9K 4.3K Comments 83.3K Shares

Like Comment Share

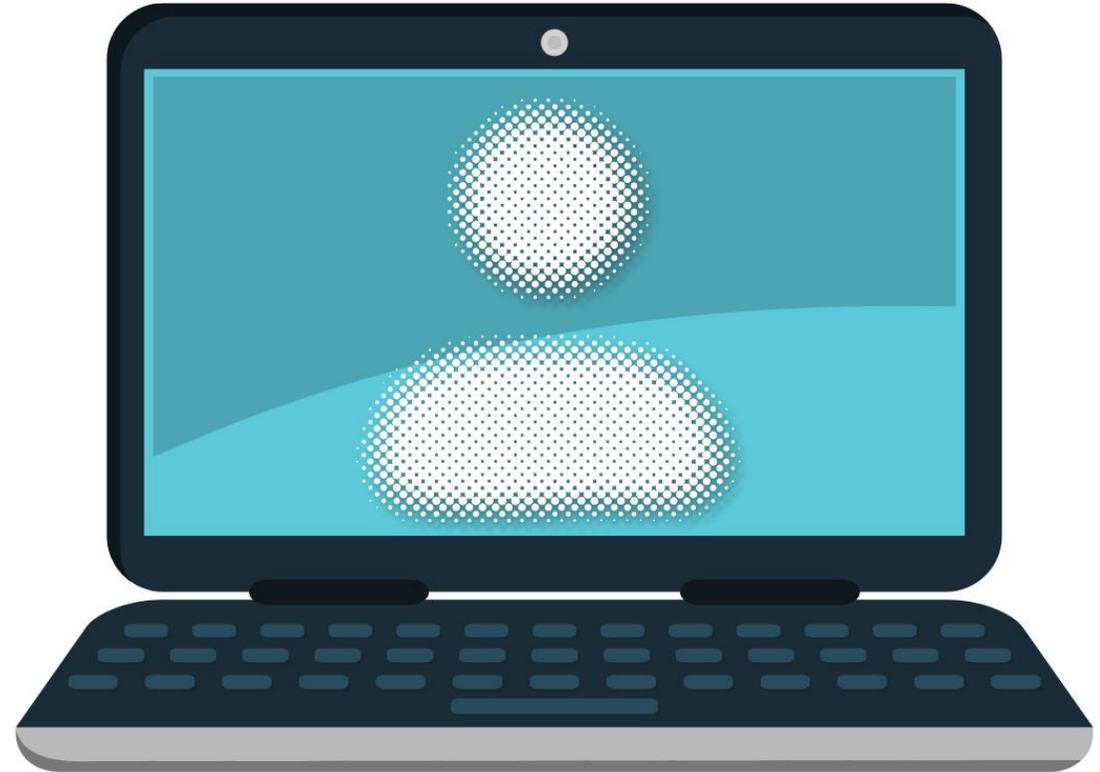
Reach Your Post's Next Milestone
Your post "No words. 🤔" is close to 6,000 likes. Boost it to reach more people.

11,010,787 people reached > Boost Post

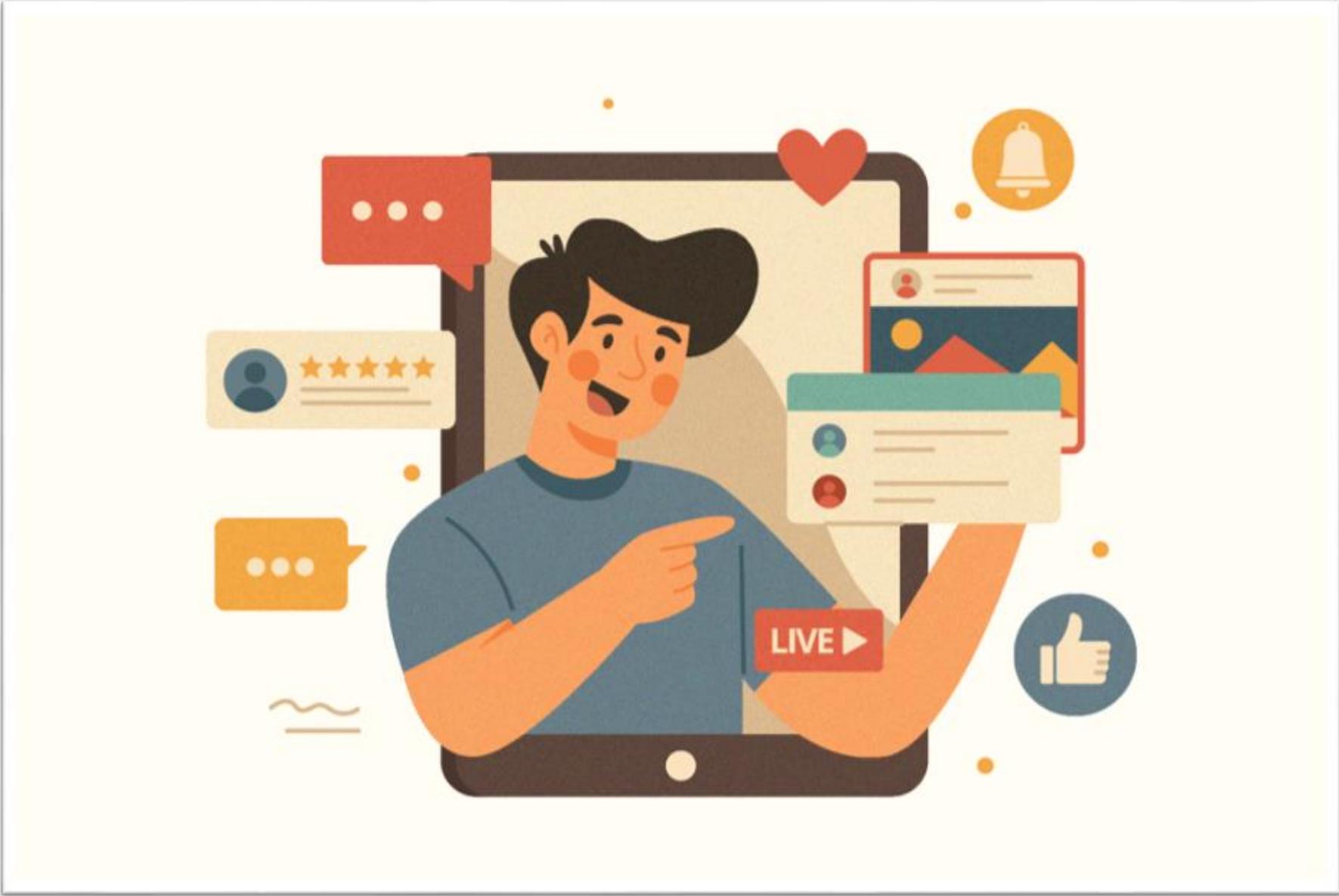
Jan. 3

How are you using social media?

- Personal
- Public official
- Candidate



Social media: A love-hate relationship



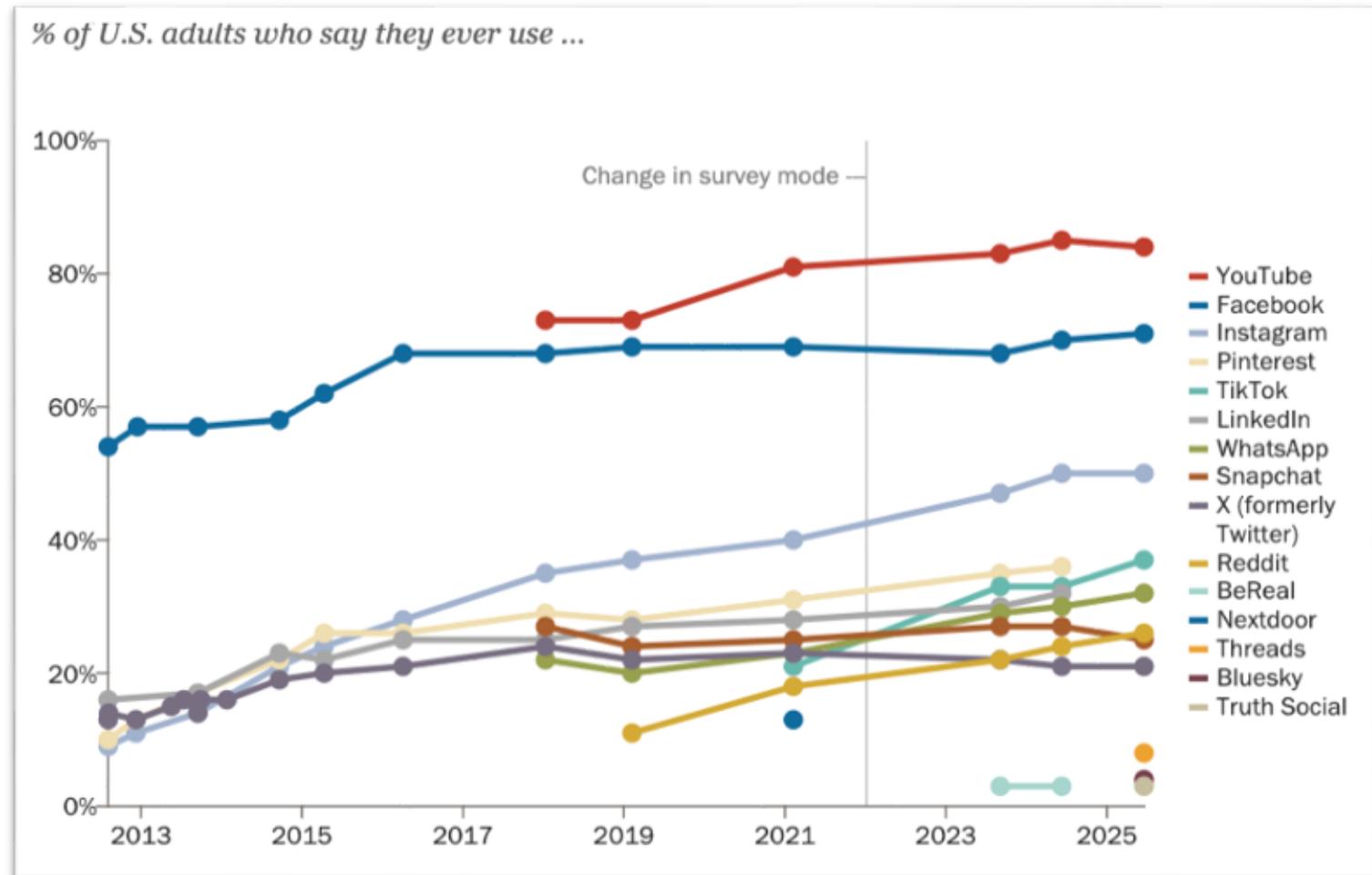
How are people using social media



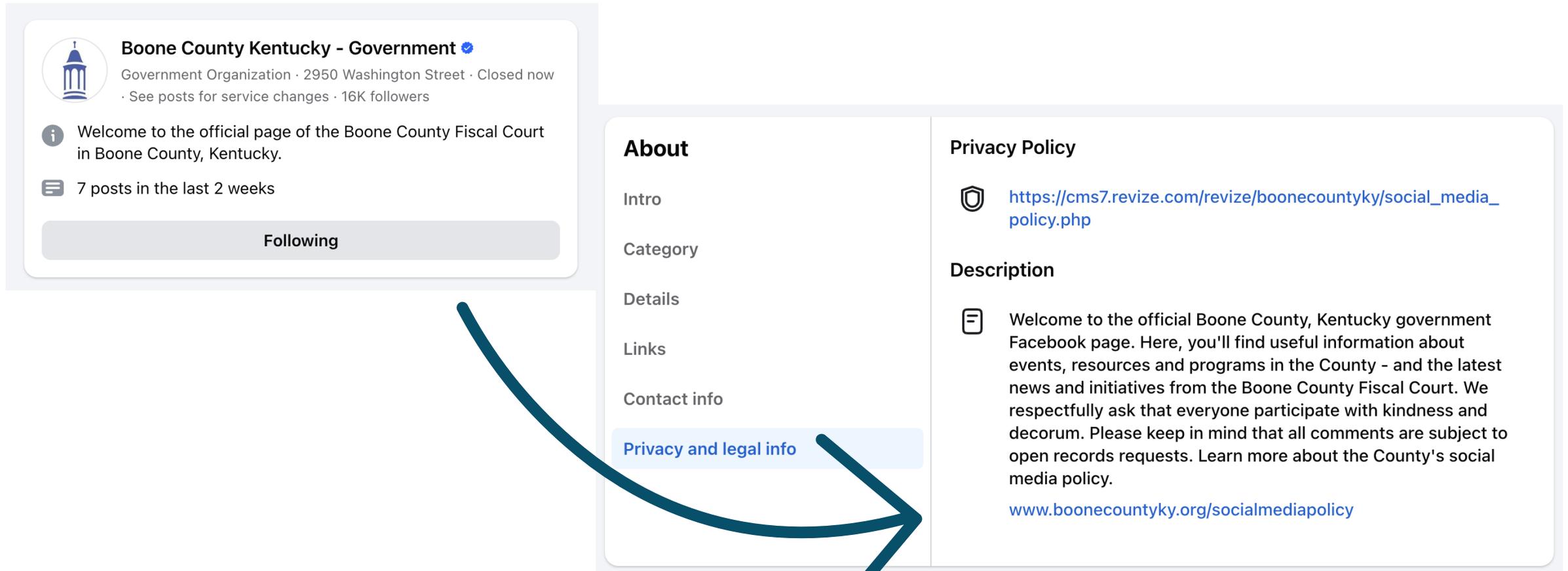
Pew Research Center

- YouTube: 84%
- Facebook: 71%
- Instagram: 50%

June 2025



Boone County Fiscal Court



The image shows a screenshot of the Boone County Kentucky - Government Facebook page. A large teal arrow points from the 'Following' button in the top left to the 'Privacy and legal info' link in the 'About' section. A smaller teal arrow points from the 'Privacy and legal info' link to the 'Privacy Policy' section.

Boone County Kentucky - Government 

Government Organization · 2950 Washington Street · Closed now
· See posts for service changes · 16K followers

 Welcome to the official page of the Boone County Fiscal Court in Boone County, Kentucky.

 7 posts in the last 2 weeks

Following

About

- Intro
- Category
- Details
- Links
- Contact info
- Privacy and legal info**

Privacy Policy

 https://cms7.revize.com/revize/boonecountyky/social_media_policy.php

Description

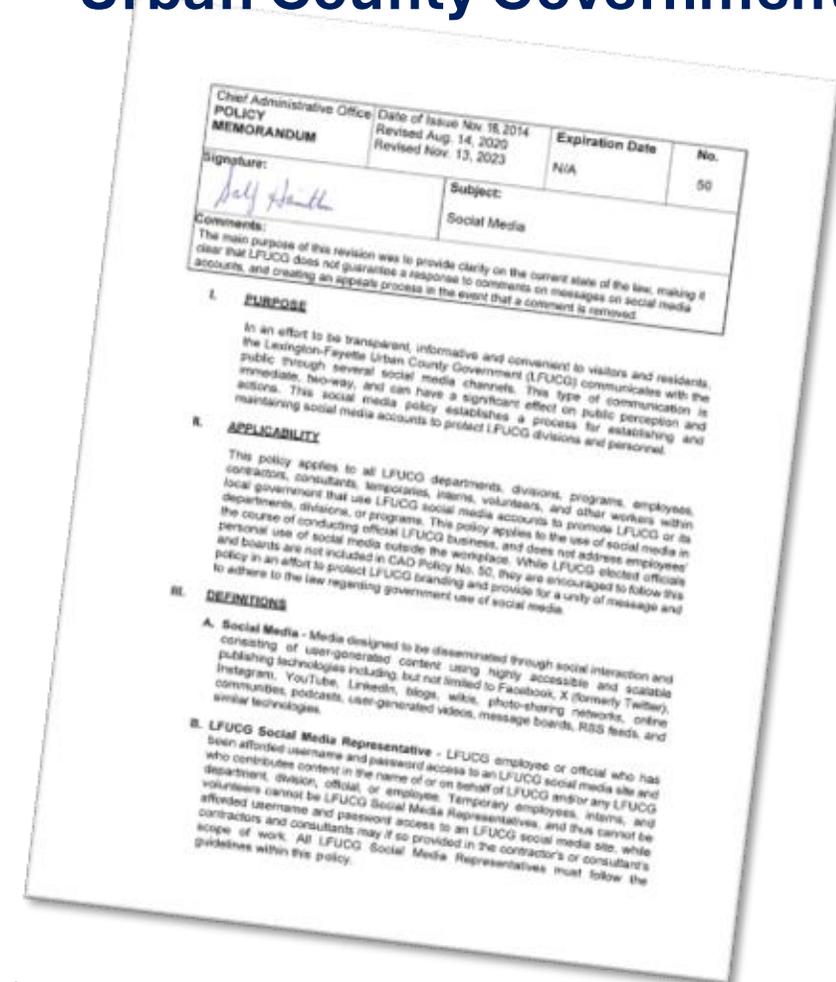
 Welcome to the official Boone County, Kentucky government Facebook page. Here, you'll find useful information about events, resources and programs in the County - and the latest news and initiatives from the Boone County Fiscal Court. We respectfully ask that everyone participate with kindness and decorum. Please keep in mind that all comments are subject to open records requests. Learn more about the County's social media policy.

www.boonecountyky.org/socialmediapolicy

Lexington-Fayette Urban County Government

Considerations:

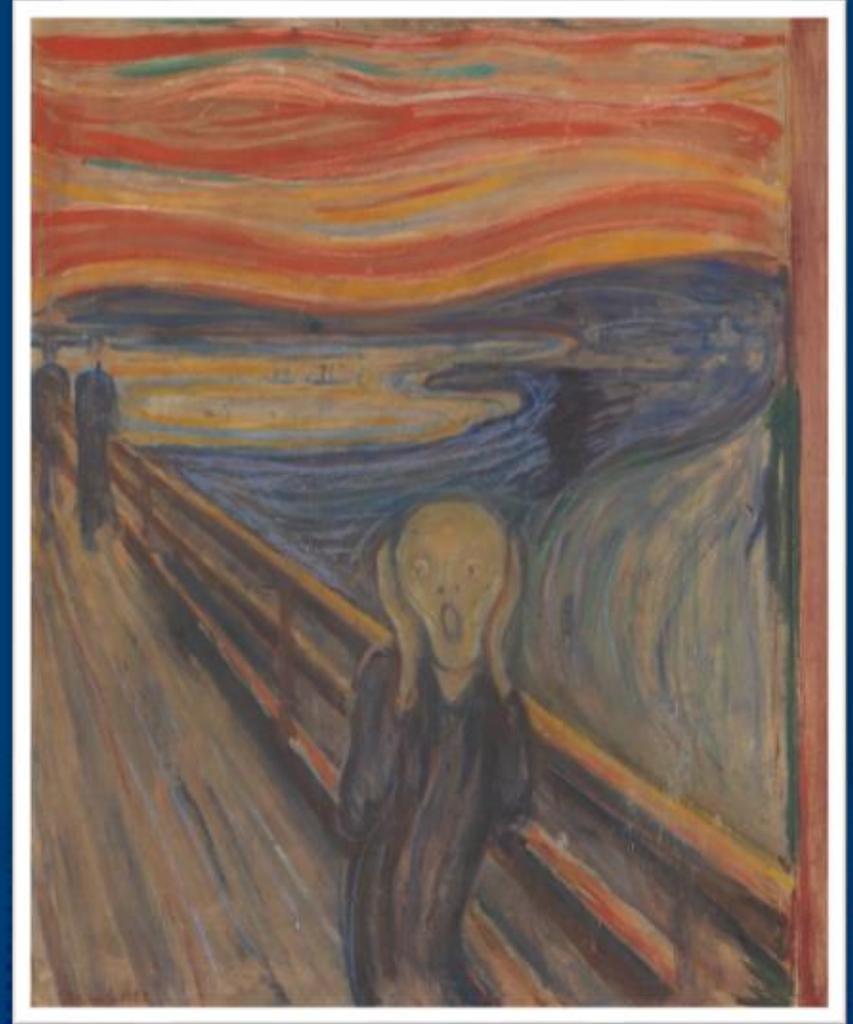
- Approval of accounts
- Account managers
- Best practices
 - Type of content
 - Handling comments





Kentucky Association of Counties

Legal Risks



Lindke v. Freed

U.S. Supreme Court (2024)

1st Amendment social media issues

- Removal of comments
- Blocking of individuals

Port Huron city manager Facebook account

- Dual purpose account
- Deleted negative posts
- Impermissible viewpoint discrimination

Constitutional test

- Official must have actual authority to speak on behalf of the government; **and**
- Must be exercising that power when creating the social media post in question

Official pages

- Label the page
- Create a viewpoint-neutral social media policy



Comments

- Allow all or none
- Profanity, harassment, threats, spam
- Open Records Act



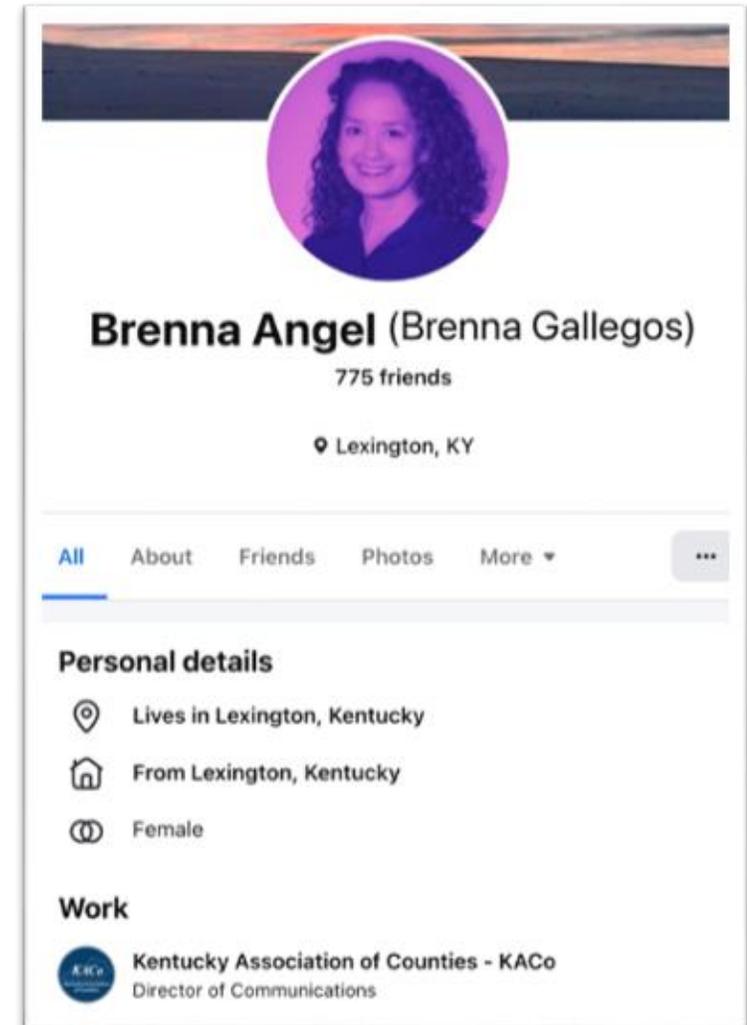
Social media managers

- Train staff on appropriate use
- Do they have authority under Lindke?
- Consult with county attorney when issues arise

Do not block individuals!

Disclaimers and content

- Personal page
- “Viewpoints are my own”
- Stick to non-governmental topics (no mixed use)



**An evolving
area of the law...**



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