

CITY OF UNION GAP  
POLICY REGARDING THE USE OF SOCIAL MEDIA/SOCIAL NETWORKING  
BY CITY VOLUNTEER COMMITTEES, BOARDS, AND ORGANIZATIONS  
TO PROMOTE CITY EVENTS

1. Purpose. This policy outlines the roles, responsibilities, and best practice recommendations for the use of social media/networking by City Volunteer Committees, Boards, and Organizations when those groups seek to promote City events.

2. Social Media/Networking Defined. Social Media is defined here as the use of third-party hosted online technologies that facilitate social interaction and dialogue. Such third-party hosted services and tools may include, but are not limited to: social networking sites (MySpace, FaceBook, Linked-In), micro-blogging tools (Twitter, RSS feeds), audio-visual networking sites (YouTube, Flickr), blogs, etc.

3. Policy. While social media, with its use of popular abbreviations and shorthand, does not adhere to standards and conventions of correspondence, the content and tenor of any conversations, correspondence, or posting on any social media/networking site by any City Volunteer Committees, Boards, and Organizations, must adhere to basic rules of grammar and must be presented in a professional manner. Social media/networking is to be used by City Volunteer Committees, Boards, and Organizations, for purposes of promoting City events and only for the purpose of providing factual information concerning such events. It is not to be used to conduct any business. It is not to be used to promote any policy making decision. It is not to be used for official public noticing (legal notice requirements). It is not to be used to discuss items of political, legal, or fiscal significance to the City. It is not to be used for the purpose of advertising or promoting commercial services, entities or products. It is not to be used for the purpose of endorsing or opposing any political candidate or ballot proposition.

4. Records Retention Act and Public Records Act. State records retention laws and schedules apply to social media. If the social media is used to promote a City event, it is likely subject to be retained for the State prescribed retention period. Any City Volunteer Committees, Boards, and Organizations seeking to utilize social media to promote City events should coordinate with the City Clerk's office concerning retention issues. If the social media is used to promote a City event, it is likely subject to the Public Records Act. As a consequence, any postings and communication on a social networking site, including those of "friends" and "followers" may be considered a public record subject to disclosure under the Public Records Act. Any social media tool used should clearly state that all content submitted by members of the public is potentially subject to public disclosure pursuant to the Public Records Act, RCW 42.56.